

# **Secret Selling Blueprints**

by Larry Dotson

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## Chapter 1

1 Use a "P.S." at the end of your ad copy. This is where you either want to repeat a strong benefit or use a strong close, like a free bonus. For example, "P.S. You can get (product), worth over (\$), for the low price of (\$)!" Another example, "P.S. I can not guarantee the (No.) bonuses will be here tomorrow!"

2 You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order 'right now'. You could also offer a rebate that takes effect instantly. For example, you could say, "Instead of paying \$99, you could order now and get an instant rebate of \$20 - you only pay \$79!"

3 You could end your ad copy with a free sample

or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would. If you were selling an e-book, you could give them a free sample at the end of your ad copy. For example, you could say, "If you're still not sure about ordering, download a FREE sample chapter!"

4 Sell a few back-end products that are not related to your main product but are needed by all humans. Every customer that buys from you is human. Think about it - everyone eats, right? For example, you could say, "Free Bonus 1# A Free \$30 Dollar Coupon To The Restaurant Of Your Choice!"

5 Take on as many of your business' chores as you can handle; outsource what you can't. Only you can determine how your business operates. You don't want too many people making all your decisions, but you don't want to take on so much responsibility that you become a workaholic.

## Chapter 2

6 Try out new business opportunities. You could combine them with your current business. It could add an extra profit stream to your web site. You could join affiliate programs, MLMs, drop ship selling programs, etc. Another idea would be to joint venture with other businesses.

7 Create an alliance with 3 or 4 web sites. Include each of your ads or banners on the other web sites. You will all share targeted traffic with each other. For example, you would instantly have 3 web sites selling for you without paying them an affiliate income. You would just be giving them ad space on your web site.

8 Create a free e-zine directory. You'll attract a lot of traffic from e-zine publishers and people who want to subscribe to the e-zines. Your listings could include name, subscription instructions, publisher's name, etc. Of course you could put your own e-zine listing at the top of your directory to get extra exposure.

9 When you offer a freebie from your site, submit it to freebie sites. They provide target categories which mean targeted traffic. So if you're submitting software, you could submit it to the "free software" section. Just remember, some freebie sites want you to link to their web site before they will list your freebie submission.

10 Make your visitors curious about your product by telling them they need to sign up to get into a password protected site to read the rest of the ad. This will give your product extra perceived value because it is so well guarded. Just like a diamond in a bank vault.

## Chapter 3

11 Remember the little things about your web pages really count. Include the title of your site at the top right corner, a description about your site, etc. For example, if I visited your web site and didn't know or understand what it was all about, I would probably leave right away.

12 Start your own Internet radio station. It could be related to the theme of your web site and you could advertise your products over the station. You could also charge other businesses advertising on your station. You could start a music station or something like a talk radio station.

13 Turn your banner ad into a trivia question. Post the question on the banner and tell readers they can win a prize if they answer the question at your site. People love trivia because it makes them feel smart when they get the right answer. The prize is just an extra incentive for them to click on your banner.

14 Motivate people to buy your product. Tell them positive things. For example, you could say, "You can now reach your goals and change your life if you buy our product." If you come across positive in your ad copy, they will become positive about reaching their goals using your product.

15 Get your sales letters and web site evaluated for free. Visit business discussion boards and ask other participants to evaluate them. Don't get discouraged if someone gives you a lot of negative feedback about your web site. Most people are only trying to help you. Take the criticism constructively.

## Chapter 4

16 Get your products or services evaluated for free. You can give your product for free in exchange for evaluations and even testimonials. You will find out any problems with your product before you sell it. You might also discover new uses or selling points for your product too.

17 Keep your loyal customers happy because they are your future profits. Give them discounts and free gifts as often as possible. If you are thoughtful and loyal to your customers, most of them will be your customers forever. They will make up about 80% of your business and profits.

18 Clone your advertisements all over the Internet by allowing your visitors to give your online freebies away. Just include your ad somewhere inside them. You could also start an affiliate program and pay people commissions to run your ads. You could also give your affiliates viral marketing tools to use like e-books or articles.

19 Make it easy for your affiliates to make sales. Give them proven ads to use, make it easy for prospects to order and provide helpful affiliate statistics. Affiliates want high or fair commissions, notification of sales, lifetime income, residual income, a good tracking system and professional training.

20 Persuade e-zine publishers or webmasters to run your ad for free. Just allow them to join your affiliate program and earn commission on the sales. You could also offer them a freebie, such as the product you're selling for free, an advertisement in your e-zine in return, etc. It also helps to compliment the publishers as well as praising their e-zines.

## Chapter 5

21 Make your products sell quickly by adding a lot of bonuses. You could get the free bonuses for little or no cost by joint venturing with other businesses. You could go to the "freebies" directories and find things. Then you could ask the legal owner's permission to use the item as a free bonus for your product.

22 Test different web site color themes to see which combination will sell your product better. You can also test the size and style of your web site text. For example, red usually signals: stop, anger, excitement, love, sex, fun, etc. Another example, blue usually

signals: relaxation, authority, coolness, etc.

23 Promise your readers an end result or outcome in your ad. You must give them a solid guarantee that your product will solve their problem. For example, you could say, "I personally guarantee you will get over your shyness in 10 days or less or your money back."

24 Never assume people believe the information in your ad copy. You need to back-up all your claims with indisputable evidence. For example, you could include testimonials, expert endorsements, third party tests or studies, strong guarantees, a list of customers, pictures of customers, etc.

25 Give your customers free shipping. If you can't afford that, you can give free shipping to customers who buy over a certain dollar amount to raise profits. You could also charge other businesses for inserting ads in your product package. This will make up for your free shipping losses.

## Chapter 6

26 Test your web site regularly for ordering glitches, bad links, broken graphics, etc. Those types of errors will make your business look unprofessional. If your visitors can't order, navigate to where they want to go or see pictures of your product, they



likely won't revisit or order.

27 Use free advertising as much as possible. Test a wide variety of free advertising options like banner and link exchanges, classifieds, newsgroups, ad swaps, joint venturing, viral marketing, web rings, message boards, trading content, etc. Don't be afraid to try something new.

28 Build credibility for your business by publishing an e-zine and writing articles. Your customers and prospects will see you as an expert and trust you. You could also submit your articles to other e-zines for republishing and publicity. Just require them to include your resource box at the end of the article.

29 Answer all your e-mail messages as quickly as possible. Nothing will lose a sale quicker than not responding to a prospect in time. If you don't, it could anger your customers and they could ask for a refund. You may lose a sale because they want you to answer a question before they order.

30 Build a professional looking web site even if you have a small budget. You could use free graphics, designs, list servers and other tools offered online. Just go to your search engine or web directory of choice and type in "free (what you want)" and you will usually find it.

# **Killer Marketing Schemes**

by Larry Dotson

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### Chapter 1

1 Educate yourself with new strategies to increase your sales. You could take classes, subscribe to e-zines and magazines, read books or e-books, etc. Internet business and technology move at lightning speed. You need to keep up so you don't get left behind.

2 End your slow sales periods by planning ahead. Plan to add extra bonuses, hold a sale or package your product with other products. For example, you could say, "Buy one, get one free!" Another example would be, "Buy over \$20 worth of products and get 5 free bonuses!"

3 Make more commissions from the affiliate

programs you join by giving your own endorsements for the products. They usually pull more sales than ads. For example, you could say, "This e-book sent chills up my spine! I highly recommend buying it!" Another example, "All I have to say is, 'Wow! It's that good!'"

4 Speed up your Internet access. You can get your online business tasks done faster, which will help you stay ahead of your competition. It can speed up your research, online marketing tools, Internet utilities, software downloads, etc.

5 Allow people who do not have time to explore your site to download your web site in e-book format. This will allow them time to view it offline. Just compile it like you would a normal e-book. You could also turn it into a viral marketing tool by allowing people to give it away to others for free.

## Chapter 2

6 Use a lot of headlines and sub-headlines on your web site. This will hold people's attention and keep them at your web site longer. Sometimes people don't have time to read a whole sales letter. This'll allow you to sell to people who are skimmers. Plus it will get the reader's full attention at the same time.

7 Take advantage of popular fads. If something is

popular at the current time, put up a web site about it. Just promote your main site on the fad web site. You could also send off a quick article or press release about it to get free publicity. You could also do this with popular search engine keywords and phrases.

8 Allow your prospects to choose between a retail or wholesale price. Of course you need to make a profit on the wholesale price. Just charge people a monthly or yearly membership fee to always get your products at wholesale cost. Your business would be like the offline wholesale shopping clubs.

9 Allow other related web sites that don't have a chat room to link to yours. They'll get use of a free chat room and you'll draw extra traffic to your site. Just publish your ad right above the chat room area. Your ad will draw extra exposure from all the other web sites sending traffic to it.

10 Increase the perceived value of your free things or bonuses by including the retail dollar amount the freebies would normally sell for. For example, you could say, "Bonus 1# Marketing Tips Newsletter (a value of \$120)." Another example, "Get 7 Bonuses With A Retail Value Of \$345! That more than pays for your purchase!"

11 Create your own web ring. You will gain highly targeted traffic to your web site and others will link to your site because they'll want to join the ring. For example, if you were selling products to net marketers, you would want to start an online marketing web ring. You would then draw your target audience.

12 Tell people the point or focus of your web site. Explain to them what things they can do or which goals they can accomplish while visiting your site. For example, you could say, "Read 250 Free Net Marketing Tips So You Can Increase Your Sales! Plus Check Our Wide Selection Of Online Marketing E-books!"

13 Make your visitors feel comfortable at your web site. Give them your main business address. Your visitors may not trust you if you're using a P.O. Box. If you want to make them feel really comfortable, give them your business, home and cell phone number. Then they will know they can get hold of you if they need help.

14 Include a FAQ on your web site or via e-mail on an autoresponder. This will give your customers extra convenience without having to contact you. Of course there are some questions you can't answer by using Frequently Asked Questions. You will get questions that you never thought of, but you can just keep adding them to your list.

15 Buy advertising space on discussion board web sites. They are usually arranged by subject; that makes them highly targeted. For example, if you are selling gardening tools, you would want to advertise on gardening, farm, tool and lawn-related discussion boards.

## Chapter 4

16 Start a free e-mail newsletter to create your own opt-in list. Create a title that grabs the reader's attention. Submit it to free e-zine directories on the Internet. Advertise it on your web site. Offer a freebie or other incentive for people to subscribe. Give your readers mostly original and quality content.

17 Record all your new promotional ideas, good or bad, into an 'ideas' journal. Sometimes you can combine ideas to create new ones to increase your sales. You never know when you, or someone you know, needs a new, profitable idea. Plus you could also sell your ideas to other business owners.

18 Convert your web site and free e-mail newsletter into different languages. This will increase your overall target market. You just won't be targeting just one language, you'll be targeting most of the major ones. Plus it wouldn't hurt to learn a few different languages for this new global economy.

19 Make your classified ads stand out in a crowd. Use all capital letters in the headline, divide letters with extra spaces, add in text symbols, etc. For example, you could write, "WIN a VACATION to Las Vegas!" Another example would be, "Win A (\$) Trip To Las Vegas!"

20 Remember your customers are always right, even if they are not. They are the lifeblood of your business. Resolve all conflicts quickly and painlessly. There are many businesses which are solely profitable from repeat business. You don't want to always have to rely on converting prospects into customers.

## Chapter 5

21 Create a bond with your visitors by bringing up likes or dislikes you have in common with them in your ad copy. Just make sure you do your research. For example, you could say, "I hate it when you have to wait in line for a long time at the drive-through." Another example, "I really like it when I have extra money to spend."

22 Team up with your weaker competitors to beat your stronger ones. You can create win/win joint venture and cross-promotion deals with them. You could share marketing and advertising costs, create new products and services, share skills and strategies, trade leads, etc.



23 Design your site so it will be worth bookmarking. Your visitors will bookmark your web site if it's full of free, original content like articles, e-books, etc. You could survey your target audience to see which web sites or what type of sites they visit a lot. Then you could place those links all in one section of your web site. You could advertise it as a start page.

24 Offer your customers back-end products. It is easier to sell to existing customers. If you do not have a back-end product, join an affiliate program. You could offer that product as a back-end offer. Just make sure it's the right product for your target audience.

25 Increase the perceived value of your product. You could offer an affiliate program, give away free bonuses or use famous endorsements on your ad. Another way is to offer a sample or trial of your product or service. If people like it or it works, that will increase the perceived value because it gives them 100% personal proof.

## Chapter 6

26 Remind your visitors to promote your web site. Use phrases like: "Refer Our Web Site To A Friend" or "Link To Our Web Site". Offer them incentives for referrals. You could give them free

e-books, reports, software and other informational products. You could also offer them discounts on other products you sell.

27 Make your testimonials more powerful. You can have people include pictures, handwritten signatures and normal net contact information with each testimonial. Other ideas would be to have people produce an online audio sound bite or video clip of themselves, home or cell phone numbers, proof of their credibility or authority, etc.

28 Upsell to all your customers. You could sell add-on products, deluxe products, extra parts, related products, add-on services, etc. You could offer them add-on products before or after they reach your order page. Just make sure the upsell products are compatible with the main product you're selling.

29 Place your ad in targeted e-zines. Ask the owner if you could place your ad in a higher position in exchange for a percentage of the ad's profits. You could also negotiate a lower ad price in exchange for you giving them affiliate commissions or an ad in your e-zine.

30 Use permission marketing to increase your sales. You simply ask people to sign up to your e-mailing list. They'll already be interested in your messages or ads because they've visited your related web site. You could also offer them incentives for signing up

like freebies, discounts, expertise, content, etc.

## **Amazing Advertising Tips**

by Larry Dotson

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## Chapter 1

1 Tell your audience what kind of support they'll get after they buy. It could be free consulting, tech support, free servicing, etc. This may also answer some of their buying questions ahead of time. People don't want to buy products without knowing you will be there to help if they have problems.

2 Ask people at the end of your copy why they decided not to buy. This will give you new ideas on how to produce ad copy that's more profitable. Have a web form or e-mail link in place so they can answer you. You may find out they don't like your guarantee or graphics. It could be anything.

3 Think of ways to get your site or business in the the news. You could sponsor a fundraiser, break a world record, hold a major event, etc. Simply write a press release about what you've accomplished, then send it to media outlets that cater to your target audience.

4 Hold a contest on your web site. Give other web sites the option of offering it to their visitors. This'll multiply your advertising all over the Internet. It would become a viral contest. Of course the contest must either be ongoing or held regularly so you could allow other online publishers to offer it to their visitors or subscribers.

5 Tell your potential customers that your ordering system is highly secure. Also reassure them that you take every effort to protect them. People want to feel they are safe online. They want to know that you care about their well-being. Tell them all about what you currently do for them to make them feel more secure.

## Chapter 2

6 Carry business cards with you wherever you go. Have your web address printed on them. You can hand them out to anyone you meet. Just think of all the people you meet on a regular basis: grocery

clerks, post office workers, bag boys, family members, friends, salesmen/women, etc.

7 Contact national radio stations to ask them if they are looking for guest speakers. Tell them your area of expertise; maybe they'll book you for a show. Of course you would want to contact targeted stations and shows which would want to know more about you and your area of expertise.

8 Join clubs related to your area of business. You could trade leads with other businesses. Learn new ways to run your business and sell your products. You could also create your own online business club. You could provide private chat rooms, message boards, articles, etc.

9 Think of a domain name for your web site that's easy to remember. It should be related to what your business does, sells or provides. If there aren't any business names available, use your actual birth name. You could at least brand yourself. Your own name will give you credibility.

10 Position your web site at the top of pay-per-click search engines. You will only pay your set amount for each click-through you get to your web site. Just make sure your profits will pay for your advertising cost. If they won't, maybe you could share a web site with another related business and split the costs.

## Chapter 3

11 Allow your visitors or customers to increase your traffic or sales. Ask them how you can improve your business, web site or product. You can ask them at your web site, in your e-zine, on your message board, in your chat room, in your guest book, in your product packages, etc.

12 Team up with other e-zines that have the same target audience. Combine subscriber bases and then publish one e-zine together to increase subscribers. You could all include your ads and announcements in the e-zine. You could also take turns for the top advertising space.

13 Swap endorsement advertisements with other web sites. Endorsement ads usually pull more sales and traffic than regular advertisements. People have taught themselves to ignore advertisements because they see hundreds of them every day. Endorsements usually don't look or sound like normal ads.

14 Outsource part of your workload to save time and money. You can spend more of your time and money promoting your business. You'll save money on employee costs, space costs, training costs, etc. Keep the work you enjoy doing to keep you motivated and ship out the work you don't like.

15 Include a signature file on all the e-mails you send out. Provide your business name, phone number, e-mail and web address, etc. Also include a brief blurb for your business or the product you're selling. For example, you could say, "How To Wash Your Car In Two Minutes or Less!"

## Chapter 4

16 Use pictures or graphics on your web site that support the product you're selling. They could give your visitors a clearer vision of your product, the benefits of the product, people's emotion when they own the product, etc. You could also use 'before' and 'after' pictures.

17 Create a friendly, long-term relationship with all your customers. Practice good customer service and follow-up with them on a regular basis. You could follow-up with gifts, greeting cards, free things, coupons, special offers, reminders, your e-zine, helpful advice, etc.

18 Create strategic alliances with other web sites. You could exchange banner ads, sell each other's products as back-end products, cross-promote, etc. You could also create a web site together and promote it on your separate web sites. You would both just split the costs and profits.



19 Increase the perceived value of your product to skyrocket your sales. Add on free bonuses, after-sale services or an affiliate program. Other factors that would help are: your own domain name, a professional web design, a good-looking product graphic and persuasive ad copy.

20 Give customers a discount on their total order to increase sales. You could give them a discount for ordering over a set dollar or product amount. For example, you could say, "Buy over \$39 worth of products and get a 20% discount on your order!" Another example, "Get a 15% discount if you order 3 or more products!"

## Chapter 5

21 Allow your visitors to reprint the content on your web site. Just ask them to include your resource box and a link to your site in exchange. This will turn your content into a traffic machine and the external links will help increase your ranking in some search engines.

22 Provide a free contest or sweepstake at your web site. It's a fact, people like to win things. If you can fulfill that need, people will visit. You can also attract them to revisit by holding one every week or month. You could also start an opt-in list for people who enter your contest or sweepstake so you can

follow-up with them regularly.

23 Save time and money by using ad submitters. You will reach a larger part of your target audience far more quickly than by manually submitting your ad. You should manually submit your ad to the most popular web sites so you have a better chance of being listed or placed in a good position.

24 Create a good first impression. You will not be able to sell very many products if your visitors think your web site looks unprofessional. Use crisp graphics, attractive color combinations, a readable text size, even spacing, even margins, bold headlines, indent benefits, etc.

25 Stop procrastinating and start finishing all your business tasks. Do one at a time. Don't get caught up thinking that you can never get them all done. Make a list. Do the easiest or most crucial one first and move down the list. Cross off each task as you complete it.

## Chapter 6

26 Develop a relationship with all your visitors and customers. Tell them how much you appreciate them visiting your web site or buying your product. Invite them to online and offline events like free chat room classes, parties, dinner gatherings, business

events, etc.

27 Hire a business coach to help improve you and your business. That could help increase your sales, motivate you, balance your workload, etc. It would be like renting an extra brain. You would have double the thinking power.

28 Stay away from being too comfortable with your income or life. You should always be making new goals for yourself and developing new sales ideas. The world keeps changing and if you pause too long, you might miss out. You only live once.

29 Make sure you don't become a workaholic. Your mind needs time away from your business life. This will help your brain think clearly while working. The best time to get profitable ideas is when you're not thinking about them. They just pop into your brain

30 Create and follow short/long-term goals for your business. The short-term goals can create early success and the long-term goals can create future success. Design each goal so they all add up to your ultimate goal. Don't make your goals too unrealistic otherwise depression and frustration could move you farther away from them.

# **Extreme Persuasion Strategies**

by Larry Dotson

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## Chapter 1

1 Include the reprint/reproduction rights with your product. This increases the perceived value because people can start a business and make money. You can also include some of your advertisements in or on the product. The more it gets resold, the more your ad will be seen.

2 Get the word out about your product and brand it. This increases the perceived value because people believe brand name products are better quality. If you want to quickly brand your product, team up with an already branded business and use their name. You could just give them a percentage of your profits.

3 Participate in chat rooms related to the product you're reselling. Start a conversation with a person

without trying to sell to him or her. Later on, while you are chatting, mention the product you're reselling. You could end up selling your product, creating a friendship or finding a joint venture partner.

4 Create a free e-book with the advertisement and link of your affiliate web site. The subject of the free e-book should draw your target audience to download it. Also submit it to some e-book directories. The more exposure your free e-book gets, the more your ad will be seen.

5 Start your own affiliate program directory. Join a large number of affiliate programs and list them all in a directory format on your web site. Then just advertise your free affiliate program directory. You will earn commissions and gain sub-affiliates. Plus you could start an affiliate-related e-zine too.

## Chapter 2

6 Write your own affiliate program ads. If all the other affiliates use the same ads that you do, it won't give you an edge over your competition. Use a different ad to give yourself an unfair advantage over all the other affiliates. If you have sub-affiliates, tell them to do the same.

7 Use a personal endorsement ad. Only use one if

you've actually bought the product or service for the affiliate program. Tell people what kind of benefits and results you've received using the product. You need to purchase the product or service in order to write a honest endorsement.

8 Advertise the product you're reselling in your signature file. Use an attention-getting headline and a good reason for them to visit your affiliate site. Make sure your sig file doesn't go over 5 lines. Also include your name, occupation, business name and e-mail address.

9 Join a web ring. It should attract the same type of people who would be interested in buying the product you're reselling. You could also trade links on your own with other related web sites. Also you could create an e-zine ring with other e-zine sites.

10 Participate on web discussion boards. Post your comments, answer other people's questions, and ask your own questions. Include your affiliate text link under each message you post. If they read your message and like it, they may click to see what else you have to offer them.

### Chapter 3

11 Create a free e-zine. Use your e-zine to advertise the affiliate programs you've joined. Submit your

e-zine to online e-zine directories and promote it on your web site. Trade e-zine ads with other publishers. Announce your e-zine to e-zine announce lists.

12 Start a private web site. Use it as a free bonus if people buy the product you resell. You could also allow people to join for free and you could advertise the affiliate program you've joined. You could also charge a subscription fee for an upgraded version of it.

13 Provide your web site visitors with content they can't read anywhere else. People will stay longer at your web site to read the original content. You could also allow them to read through your e-zine and archive the back issues on your web site. Or you could charge access to the back issues because it would be original content.

14 Remind your web site visitors they can print out your content. They may browse around your online store while it's printing. They may read it at home, work, outside, etc. Other people might see what they're reading and want to visit your web site or subscribe to your e-zine.

15 Offer your web site visitors a freebie if they take the time to fill out your online survey. They'll be at the site longer and might buy something afterwards. Your survey could ask them what kind of products they want, what they think of your customer service,



how they like your web site, etc.

## Chapter 4

16 Offer your visitors free software that they can download right from your web site. While they are waiting they might read your ad. Also, if possible, include your ad in the software so after they open it, they'll see your ad again. This will help increase your sales.

17 Provide a huge online directory of information that your visitors could search through. The directory must contain information your visitors would want. It could be news stories, how-to articles, interviews, case studies, profiles, survey results, online audio, online video, e-books, reports, etc.

18 Make sure all your web pages load fast or your visitors will get bored and leave. Time is precious; they won't waste it waiting for your site to load. Do not use too many graphics and high tech gizmos. They may have a hard time finding your product ad.

19 Tell your visitors what's offered at your web site at the very beginning. If people are confused about what's being offered they may leave too early. You could tell them the benefits they get and the things they can do at your web site, like subscribe to your e-zine, read free articles, download free e-books,

learn to increase their sales, etc.

20 Make your web site look professional. People will get turned off and leave if they see a lot of spelling and grammatical mistakes. You don't want any broken graphics or links either. Make sure your background colors don't make your text hard to read.

## Chapter 5

21 You could hold a holiday sale for your potential customers. For example, you could tell them everything on your site is discounted by up to 50% on Thanksgiving Day. Another example, "Fourth Of July Sale! Buy One, Get One Half Off!" Using holiday sales gives you a specific and credible reason for your prices to be lower.

22 Use headlines and sub-headlines all over your web site that will grab your visitors' attention. They will attract them to explore your web site longer. They could be for your free e-zine, product ads, free content, message board, chat room, etc.

23 Place colorful graphs, pie charts and other charts in your ad copy. Use charts as they will grab a person's eye because they are usually colorful. They will also support your product or service claims and allow your target audience to understand them easier.

24 Highlight buying incentives like free bonuses, money-back guarantees, testimonials, special offers, discount sales, etc. You could place them in boxes, in front of different colored backgrounds, assemble symbols or graphics around them, etc.

25 Use short sentences or sentence fragments in the body of your ad copy. A short burst of words can catch a skimmer's eye with one quick glance. If people have to read a long sentence or paragraph in order to understand your message, the skimmers may not order from you.

## Chapter 6

26 Highlight all the important keywords and phrases in your ad copy. You could use bolding, underlining, different colors, graphic text, italics, symbols, indents and extra spaces to highlight the important words or phrases.

27 Place attention-grabbing pictures above and within your ad copy. A powerful technique is to use 'before' and 'after' pictures of people using your product. They will give your target audience a clearer vision of what you're offering. That will help them imagine themselves getting the benefits of your product.

28 Use a headline that catches the attention of your target audience. You could use many different types of headlines, free offers, guarantees, testimonials, news stories, questions, benefits, warnings, statistics, features.

29 Make your ad's keywords and phrases stand out by enlarging the text. This technique works wonders with headlines and sub-headlines. People see them first because it's easier for their eyes to focus on. You could also use different fonts for your headlines than the rest of your ad copy.

30 Make your product's list of benefits and features stand out by using a symbol in front of each of them. The symbol could be a dash, solid circle, star, etc. Also indenting them will help make them stand out. Each benefit should be written like a headline to get the readers' attention and tell them what's in it for them.

## **Explosive Influence Tactics**

by Larry Dotson

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## Chapter 1

1 Change your ads regularly. Your prospects could get bored seeing the same ad all the time. Statistics show people usually see the same ad 7 times before they actually buy. Just change them enough to keep them from being over-exposed. For example, if your ad said. "FREE Killer Marketing E-book!", you could change it later on to "FREE Sizzling Marketing E-book!"

2 Lower the chances of negative word-of-mouth marketing. You'll always have customers who are dissatisfied. Try to please them as much as possible. You could give them a refund, discount, a free product, a coupon, a rebate, a compliment, etc. Just be polite and stay calm if they are angry or frustrated with your business.

3 Give people a deadline to order. Tell people if they order by Sept. 15, 2002, they will get a discount or free bonuses. This will create an urgency so they don't put off buying. Another example, "Order before 8:00 p.m. US/EST and get a second product of your choice for free!"

4 Offer people a money-back guarantee. The longer the guarantee, the more effective it will be. It could be a 30-day, 60-day, 1 year, or lifetime guarantee. You could also offer them double or triple their money back or a set amount of money back, like \$25. You could also allow them to keep the product if you can afford to do that, even if they ask for a refund.

5 Offer a free on-site repair service for products you sell. This is convenient for people because they won't have to send it away for repairs and they won't have to be without the product for a long period of time. If they have to send the product to you to get repaired, offer them free shipping.

## Chapter 2

6 Publish testimonials on your ad copy. They will give your business credibility and you'll gain people's trust. It's important to include the person's full name and location with the testimonial. For example, "Jon Goodhart, Auto Mechanic, Wooster, Ohio."

7 Give people free bonuses when they order your product or service. The free bonuses could be books, jewelry, reports, newsletters, etc. Make their bonuses sound extra valuable by listing their retail value, either separately or together in one amount, or limiting how long you will offer the bonuses.

8 Allow people to make money reselling the product or service. Tell people they can join your affiliate program if they order. You could pay them per sale, per click, per referral, etc. Just provide them with proven and tested marketing materials, detailed statistics and plenty of affiliate training.

9 Offer free 24-hour help with all products you sell. Allow customers to ask you questions by e-mail, by toll free phone, by free fax, etc. If for some reason you can't offer this service, answer their questions and concerns as soon as possible. You could also let them know you received their message and you'll get back to them as soon as possible.

10 Provide free shipping with all orders. If you can't afford it, you could offer free shipping on orders over a specific dollar amount. You could also offer a rebate on their shipping costs. Most customers most probably won't send in the rebate card unless it's a huge shipping cost, for example, \$30 or more.

### Chapter 3

11 Give away a free sample of your product. You will gain people's trust when you allow them to try out a free sample of your product. If they like it they won't hesitate buying it. Your sample should only give them a small taste of what's in it for them if they



buy.

12 Offer a buy-one, get-one-free deal. If you sell more than one product, this type of deal works great. People will feel they are getting more for their money and will order quicker. You could also offer them a 'buy one, get one half', 'buy two, get the third one free', 'buy two, get a free watch', etc.

13 Increase the number of visitors who revisit your web site by publishing a free course right on your site. Just release a new lesson once a week. You could even offer a live chat room class every week or a class published on autoresponder.

14 Make sure your graphics load correctly on your web site. Broken graphics will make your business look very unprofessional. That also goes for broken links and slow loading graphics. People can find other web sites to visit with a click of a mouse.

15 Avoid using scrolling marquees on your web site. They take the attention away from your ad copy and make your web page load slower. Just type the message on your web site. You can highlight it with flashing, color or bigger text.

## Chapter 4

16 Make the text on your web site exciting to read. You can use emotional words, descriptive adjectives, highlighted keywords, exclamation points, etc. You can also get your prospects excited by showing how much passion and excitement you have for your product or service.

17 Remember to reach out and touch your visitors offline. When your visitors give you offline contact information, use it to send them some non-selling greeting card by mail, a friendly phone call, a little gift, etc. This is actually pre-selling them back-end products because when you eventually try to sell them one, they will be more receptive to your offer.

18 Use guest books to improve your web site. Your visitors will leave good and bad comments. Review the comments and use them to improve your site. You can find out critical things, like how people like navigating around your web site, if the design looks professional, etc.

19 Regularly check and resubmit your web site's search engine rankings. They can drop very quickly because of all the competition. Keep informed of new search engine strategies by visiting informative web sites, subscribing to related e-zines, buying search engine how-to e-books, etc.

20 Divide your product's price over a period of time to make it sound less. Offer a payment plan, or show

the per day price. For example, "Only 33 cents per day!" If it's an information product, you could divide it by the number of pages, tips, chapters, strategies or minutes/hours/days it took you to create it.

## Chapter 5

21 Promote your products within the content of your web site. If you write and offer free articles, include a mention of the product or service you're selling. You could include it in your resource box or subtly reveal it within your article if it's related.

22 Update the content on your web site regularly. You'll want to add new content and update the old content. People want timely information that tells them how to do something 'now', not how it was done 10 years ago. That's another reason you should constantly be educating yourself.

23 Ask visitors to subscribe to your e-zine. It's a good idea to also give them a freebie when they subscribe. Once they are subscribed, they might read your content, see your advertisements, join your affiliate program, buy advertising, revisit your web site, etc. The benefits are endless.

24 Have them sign up to get access to download a free e-book. The subject of the e-book should be related to your target audience. You could have

them sign up to a opt-in list or your regular e-zine. The e-book should have high perceived value so they'll take the time to sign up.

25 Give your visitors a free membership inside your Members Only web site. Have them sign up to receive a user name and password. You could create a Members Only e-zine to capture their e-mail address and membership updates so they will revisit your web site again and again.

## Chapter 6

26 Hold a free contest or sweepstake at your web site. Ask them to give you their contact information to enter. Just get their permission to send them new product offers. You could also announce the winners to them, as well as sending new contest announcements.

27 Offer your visitors free consulting via e-mail. Have them fill out a web form to e-mail you with their questions. When you answer their questions, include an offer for a product you sell or highly recommend products that could help them. You could join the product's affiliate program to earn commission if they take your advice.

28 Hold an interactive poll on your web site. Ask your visitors to e-mail you their vote or opinion. You could send them a "thank you" e-mail and also

mention a product you're selling. Tell them to subscribe to your e-zine so they can see the results of the poll.

29 Ask your visitors to sign up for a chance to get a web site award. Have them e-mail you their contact and web site information. You can e-mail the web-master and tell him/her if they are the winner or not. Include your signature file at the end of your e-mail mentioning a product you sell.

30 Have visitors fill out a survey on your web site. Give them a free gift as an incentive to complete the form. You can e-mail the results of the survey and offer them a free e-book as a gift for completing your survey. Of course your ad will be in the free e-book.

## **Incredible Money-Making Hints**

by Larry Dotson

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## Chapter 1

1 Trade other forms of advertising with people who link to your web site. You could trade e-zine ads, print ads, autoresponder ads, classified ads, e-book ads, etc. It doesn't always have to be link for link or e-zine ad for e-zine ad. Just make sure it's a fair trade for you.

2 Give away web space to people for free. Since you are giving it away for free, request they link to your site by placing your ad or banner to the site. Some day you could have hundreds or thousands of web sites advertising your web site for only the cost of your web space.

3 Join or create a web ring. A web ring is a group of web sites on a similar subject that have agreed to link together. To find a web ring to join, type the keywords "web rings" into your search engine of choice. Just think, everyone who participates in the web ring is linked to your web site.

4 Create an online club or association. Tell your visitors what's included in the membership and what it costs to join. Offer them a free membership if, in exchange, they link to your web site. Just think, you will either make money or get some no-cost advertising.

5 Allow people to use an online service or some utilities from your web site if, in exchange, they link to your web site. The online service could be an e-mail account, search engine submission, web page design, copywriting, proofreading, etc. If they don't want to link, you could offer them a subscription fee for the service.

## Chapter 2

6 Offer a free e-book to your web site visitors. The e-book should be related to your target audience. Allow them to give the e-book to their own web site visitors by linking directly to your web site. You could also allow them to upload the e-book to their own web site and give it away. Just include your link in it.

7 You could offer your visitors a discount on all the products you sell if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get 50% off all our products!" Another example, "Subscribe to our free e-zine and get \$8 off our brand new e-book!"

8 You could offer your visitors a free e-book if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get a our new e-book for free!" Another example, "Subscribe to our free e-zine and get five e-books



with full give-away rights!"

9 You could offer your visitors a free subscription to your private web site if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get free access to our private membership web site!" Another example, "Subscribe to our free e-zine and get a 3-month trial membership to our Members Only web site!"

10 You could offer your visitors a free advertisement in your free e-zine if they subscribe. For example, you could say, "Subscribe to our free e-zine and get a no-cost e-zine ad! Another example, "Subscribe to our free e-zine and get a free classified ad!"

### Chapter 3

11 You could offer your visitors a free, tangible gift if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get our new report by mail!" Another example, "Subscribe to our free e-zine and get our new tips booklet by mail!"

12 You could offer free automatic entry into your contest or sweepstake if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get free, automatic entry into our contest!" Another example, "Subscribe to our free

e-zine for a chance to win a huge advertising package!"

13 You could tell your visitors that you offer original content in your free e-zine. For example, you could say, "Subscribe to our free e-zine and get our all-original content!" Another example, "Subscribe to our free e-zine and get the latest, up-to-date business news!"

14 You could tell your visitors to read a sample issue of your free e-zine on your web site. For example, you could say, "Read a sample issue before you subscribe to our free e-zine!" Another example, "Check out a sample article before you decide to subscribe to our free e-zine!"

15 You could offer your visitors free software if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get our new marketing software free!" Another example, "Subscribe to our free e-zine and download our e-book software for free!"

## Chapter 4

16 You could offer your visitors a free sign up to your affiliate program if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and gain access to our profitable

affiliate program!" Another example, "Get a free subscription to our affiliate training newsletter when you become one of our affiliates!"

17 You could offer your visitors a free web service, like free e-mail, if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get a free bonus e-mail account!" Another example, "Subscribe to our free e-zine and get a free autoresponder!"

18 You could publish some of your current e-zine subscribers' testimonials on your web site. For example, you could say, "Why put off subscribing? Just see what other subscribers are saying!" Another example, "Subscribe today and experience the benefits the people below are experiencing!"

19 You could publish any positive reviews you have received about your free e-zine on your web site. For example, you could say, "Just read this review from (publication name) about our free e-zine!" Another example, "Check out our e-zine review in (magazine name)!"

20 You could tell your visitors what's going to be published in your next e-zine issue. For example, you could say, "Subscribe now so you don't miss our next issue about (topic)!" Another example, "Subscribe today and learn about how to (topic) in next week's issue!"

## Chapter 5

21 You could tell your visitors that they have the right to republish your e-zine's content on their own web site if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and we will give you the right to republish our content on your website or in your e-zine!"

22 You could publish a list of well-known, famous, or respected people who have subscribed to your free e-zine. For example, you could say, "Just look at who else is subscribed!" Another example, "Look at all the experts who have subscribed to our e-zine!"

23 You could tell your visitors what a subscription to your free e-zine is worth in dollars. For example, you could say, "Subscribe to our free e-zine. We used to charge \$120 a year for a subscription." Another example, "Subscribe to our free e-zine! (Valued at \$99!)"

24 You could tell your visitors all the major benefits of subscribing to your e-zine. For example, you could say, "Just look at all the benefits you'll received when you subscribe to our free e-zine!" Another example, "Subscribe to our free e-zine and get all these benefits!"

25 You could tell your visitors how many people have already subscribed to your e-zine. For example, you could say, "Subscribe to our free e-zine! 14,897 subscribers can't be wrong!" Another example, "Subscribe to our free e-zine! 13,976 have already subscribed!"

## Chapter 6

26 You could tell your visitors that a subscription to your free e-zine is only available for a limited time. For example, you could say, "Subscribe to our free e-zine before we start to charge for this original content!" Another example, "Subscribe to our free e-zine and your subscription will stay free even, if down the road, we decide to charge a subscription fee!"

27 People love to get free things. A free e-book is perfect. They will visit your web site to get the free valuable information. You could also start your own free e-book directory and allow other authors to submit their e-books. You could be offering hundreds of free e-books in no time!

28 Give away the full version of your e-book in exchange for testimonials. You can use these customer statements to improve your ad's effectiveness. It would work for free or paid e-books! You could offer sample excerpts or

chapters to give them a taste of it.

29 When you write and give away a free e-book you will become known as an expert. This will enable you to gain people's trust and they will buy your main product or service quicker. You may get offers from other people wanting you to speak, consult, coach, etc.

30 You could have a famous and respectable person on your banner ad representing your product, web site or service. People will click because they'll trust them over you. For example you could say, "See what (name) says about our software!"

## **Powerful Order-Pulling Plans**

by Larry Dotson

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Chapter 1

1 You could tell them your freebie is only available to a limited number of people. For example, "Our free software will only be available for the next 100 people who download it." Another example, "Our free report will only be offered for 3 more days! So download it now before it's too late!" Just include your ad in the freebie.

2 You could give more details about your freebie. List the benefits, features, what problems the freebie will solve, etc. For example, you could say, "Our free e-book will show you how to (benefit) in (no.) months!" Another example, "Our free e-zine will help solve your (topic) problems forever!"

3 You could describe your freebie to sound more attractive. For example, instead of "free report" you could say, "free never-released top secret document". Another example, "Download our "never-seen-before" free report!" You need to describe it so it raises their curiosity and interest.

4 You could list testimonials for your freebie. Most businesses don't give testimonials for their freebies. This would definitely increase your freebie's value. For example, you could say, "Check out what others are saying about our free graphics!" Another example, "Look what (famous person's name) says about our free web site templates!"

5 You could tell people how many people have



already receive your freebie. For example, "15,000 people have already subscribed to my free e-zine! Can they all be wrong?" Another example, "500 people have downloaded our free e-book just today!"

## Chapter 2

6 Stay in contact with customers on a regular basis. Offer them a free e-zine subscription. Ask customers if they want to be updated by e-mail when you make changes to your web site. After every sale, follow up with the customer to see if they are satisfied with their purchase or have any questions.

7 Create a customer focus group. Invite ten to twenty of your most loyal customers to meet regularly. They will give you ideas and input on how to improve your customer service. You could pay them, take them out to dinner or give them free products in return. You could also let them focus on how to improve your products.

8 Make it easy for your customers to navigate around your web site. Have a "FAQ" page on your web site to explain anything that might confuse your customers. Ask them to fill out an electronic survey to find out how to make your web site more customer-friendly. Answer all their questions and concerns in a timely matter.

9 Resolve your customers' complaints quickly and successfully. Answer all e-mails and phone calls within an hour. If possible, you as the owner of the business, should personally take care of the problem. This will show your customers you really care about them and want their business in the future.

10 Make it easy for your customers to contact you. Offer as many contact methods as possible. Allow customers to contact you by e-mail. Hyperlink your e-mail address so customers won't have to type it. Offer toll free numbers for phone and fax contacts. Give them your home phone and cell number too.

### Chapter 3

11 Make sure employees know and use your customer service policy. Give your employees bonuses or incentives to practice excellent customer service. Tell employees to be flexible with each individual customer; each one has different concerns, needs and wants. Give them a "policy pamphlet" to keep at their work space which will remind them.

12 Give your customers more than they expect. Send thank you gifts to lifetime customers. E-mail them online greeting cards on holidays or birthdays. You could always send a back-end product offer with any contact you make. Award bonuses or points to your customers who make big purchases.

13 Always be polite to your customers. Use the words 'you're welcome', 'please', and 'thank you'. Be polite to your customers even if they are irate with you. Always apologize to your customers should you make a mistake. Admit your mistakes quickly and make it up to them in a big way. You can make it up by giving discounts, rebates, refunds, gifts, etc.

14 Reward customers one point for every dollar they spend. Let's say your customers can get a free computer for 300 points. That means your customers will spend \$300 on your products and services to get enough points to get the free computer. You will make a bigger profit off each customer in the long run.

15 Build strong relationships with your customers. Invite them to company meetings, luncheons, workshops or seminars. Create special events for your customers, like parties, barbecues, dances etc. It will make them feel important when you include them in regular business operations and special events. Treat them like you would your best friend or family member.

## Chapter 4

16 Utilize holidays to increase your visitors or sales. You could give away free electronic greeting cards, hold discounts, send customers holiday cards, etc. Also don't forget to reward your employees on most

holidays. A happy employee can help you increase your sales and visitors too.

17 Become well-known by speaking or chatting at seminars. The seminars could be held offline, in a chat room, by telephone or via e-mail. You could charge a fee for the seminar or hold it for free and mention or sell your products at the seminar.

18 Start a free e-book club on your web site. People could sign up to receive a free e-book from you each month. Just include your product's ads in the e-books. Allow them to give away the free e-books too. All those e-books floating around will increase your traffic and sales.

19 Give away your products or expertise to Internet business newbies. Just ask them in return to place your link on their web site. Those newbies are the future of online business. They could become your friend, ally or strategic business partner down the road.

20 Trigger your visitors to buy your products by using colors. You should totally relax and think about which colors would compel prospects to order. For example, if you were selling a business product, you could use green as it usually represents money and prosperity in the business world.

## Chapter 5

21 Let your past offline customers know about your web site. When they visit and sign up to your e-zine, it will remind them to shop at your online store in the future too. Some day you may not need that expensive offline store. Your web site might create most of your profits for you.

22 Create a long-term relationship with your entire customer base. You can stay in touch with them through an e-zine, with greeting cards, opt-in lists, autoresponders, messages boards, chat rooms, e-mail discussion lists, instant online messages, etc. When you stay in touch, people don't forget about your business.

23 Repeat the 3 most powerful or appealing benefits throughout your ad copy. Repetition can brand your product's benefits quicker in your prospect's mind. They will be able to store the information more quickly and effectively in their subconscious mind. Just rewrite them with different wording so your prospects don't get bored with your ad.

24 Give your new customers surprise free gifts. This will increase their loyalty and give you more word-of-mouth advertising. For example, your customer could tell your friend, "I just ordered this new advertising e-book and they gave five other e-books as surprise bonuses! I really got a great bargain!"

25 Make your long ad copy interesting enough so people click through to the next web page. If it's not, they won't take the time to click and read more. For example, you could say, "Click here to read more and to get a top secret tip!" Another example, "Click here to read about the 10 free bonuses!"

## Chapter 6

26 Sell an inexpensive product to sell an expensive product. If people like your inexpensive product, they'll be persuaded to buy your expensive one. They will already know that your products are of good quality and that you're trustworthy. They will also know that your product claims are all true.

27 Allow your visitors to decide how much they want to pay for your product. I only recommend it for products that don't sell or ones that hardly sell. Tell them you'll accept offers via e-mail or your web form. You could even accept fair barter deals for other products and services.

28 Create an extra revenue stream with your web site's articles or content. Publish the first paragraph of each article and charge people to read the rest. You could also allow other authors to submit their articles to make money. You would just share the profits!

29 E-mail targeted e-zines and ask them to do a joint venture with you. Ask them to run your ad and in exchange they would get a percentage of the profits. You would just have to get them to join your affiliate program. To give them more incentive, you could offer them a higher commission than the rest of your normal affiliates.

30 Find a niche for your new free e-zine. There are thousands of free e-zines; your e-zine needs to be “extra-specialized” to attract new subscribers. It could be the type of content you offer, like you interviewing experts, having crosswords or word finds, reviewing products, having a question/answer section, etc.

## **Shocking Profit-Producing Tricks**

by Larry Dotson

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## Chapter 1

1 Most people want to avoid or to end pain. Tell your prospects how much pain and the problems they will avoid or end if they buy your product. For example, you could say, "Just imagine being able to go out in public without thinking you're being made fun of behind your back"

2 Most people want to gain pleasure. Tell your prospects how much pleasure or the benefits they will gain if they purchase your product. For example, you could say, "Picture yourself lying on a beautiful sandy beach with nothing to look at but palm trees and a stunning blue ocean."

3 Most people don't want to miss out on a major opportunity that they might regret in the future. For example, you could say, "After Aug 15, 2002, we will be raising our price to \$50 so order now!" Another example, "Order before midnight to make sure you have a chance to receive the 3 extra bonuses!"

4 Most people want to have good health and live longer. For example, you could give your prospects free coupons to a fitness club when they buy your product. Another example would be to give your prospects a free e-book about healthy eating habits.

5 Most people want to belong to something or a select group. For example, you could give your prospects a free membership into your club when they buy your product. Another example would be to allow them to subscribe to your private e-mail discussion list.

## Chapter 2

6 Use more than one P.S. in your ad copy. The postscript is one of the most often read part of any ad, so why not use two or three of them instead of one. One P.S. could remind your prospects about a good benefit. Another P.P.S. could tell them about your limited time offer. And the last P.P.P.S. could tell them about another free bonus.

7 Gain your visitors' attention by telling them your problems. People like to hear about other people's problems because it takes away from their own. For example, you could say, "I'm so frustrated at..." Another example, "I'm very upset about our competition because..."

8 Create trust with your prospects by telling them something they already know is true. They'll know for sure you're not lying and begin to trust you. For example, you could say, "I know you want to increase your sales..." Another example, "I know you want something for nothing..."

9 Survey your target audience to find out things you have in common with them and use them in your ad. People like people who are like themselves. For example, you could say, "Like you, I also have been scammed in the past." Another example, "You and I both know that it sucks to pull weeds by hand."

10 Offer free classified ads on your web site that expire after a particular time period. People will revisit your web site over and over to resubmit. You could have other things expire or be updated so they will revisit, like e-books, articles, links, software, message board postings, etc.

### Chapter 3

11 Forward interesting e-mails to your online friends with your signature file included. They may end up forwarding it to their friends and so on. It's like a chain reaction, your message will just keep multiplying in everyone's e-mail box. It could possible reach millions of people.

12 Organize your web site into categories. Visitors won't get frustrated and leave your site because they can't find what they're looking for. For example, you might organize it with links on a side bar: Home, About Us, Free E-zine, Free Articles, Free E-books,

Free Affiliate Program, Chat Room, Guest Book, Message Board, Contact Us, etc.

13 Send your web site visitors a "thank you" email. This'll remind them to revisit. Just get their e-mail address and permission. For example, you could say, "Would you like to be notified by e-mail when this web site is updated with new information? Click here to sign up."

14 Advertise that your online business is for sale. Try to sell it for \$10,000,000. You'll either get \$10,000,000 or you'll get curious visitors. They will want to see what all the fuss is about. Wouldn't you? The people who visit just might decide to buy your products or sign up to your e-zine.

15 Try auctioning off your products. Set up the auction software on your web site. Give customers the option of paying outright or bidding. Some people think it's more fun and competitive to try to outbid people than just hand over their credit card right away.

## Chapter 4

16 Add a free interactive game to your web site. You could hire someone to create it. The game should be related to the theme of your web site. For example, if you were selling business products,

your interactive game could be about running a successful business or investing in the stock market.

17 Train your employees as a team instead of just individuals. Everyone must do his or her job in order for the others do theirs. Think of it as an offensive from a football team. If everyone has a job and does it right, your business will score a touchdown.

18 If you make people feel like it's their idea to buy, they will be less hesitant. For example, you could say, "You are making a smart decision by buying our product". Another example, "You are doing the right thing wanting to buy our product to improve your marriage."

19 Promote yourself as well as your products. Write articles, e-books, reports, etc. When you endorse other products for commissions, people will think your statement is extra-credible because you have established yourself as an expert.

20 Show your prospects a collection of testimonials that stand up for your product. People are more likely to agree with a group than have a different opinion. This is because most people are followers and not leaders, so it makes sense they may be persuaded to buy your product after seeing a big collection of testimonials.

## Chapter 5

21 Maximize your advertising budget and don't go broke like the big web sites. All you need is a small group of loyal customers to sell back-end products to again and again. If you can't create your own products you could join affiliate programs, join a drop shipping program or find joint venture partners who have products.

22 Sell to the people who join your affiliate program. They are more likely to buy your products because they are interested in selling them for the commission. It's important to train and support your affiliates so they will know you will be there to help them. Tell them it's good to write ads about their personal experiences with your product so that it will persuade customers to buy.

23 Offer a deluxe product or service as an upsell or back-end product. You won't have to create a totally new product, just add on to your main one. For example, let's say you're selling an e-book with 100 business tips in it. You could write one with 50 new tips and use that as the deluxe version.

24 Tell people what they're thinking and feeling as they read your ad. Most people will actually experience the feelings. Your statements should help sell your product. For example, you could say, "As you are reading this ad, you begin to think about a

life without debt."

25 Make your product offer very rare. People perceive things that are rare as being more valuable. You could use a limited time offer or free bonuses. For example, you could have a countdown timer on your web site and say, "Order in the next 5 minutes and get 6 free bonuses!"

## Chapter 6

26 Attend trade shows and seminars that are related to your specific industry. Pass out business cards or brochures about your business. Rent your own booth at the trade show. You could use free items to attract people to it.

27 Swap articles with other e-zines publishers. You could get your articles published more often if, in exchange, you publish their articles. If they are hard negotiators, maybe you could offer to run two of their articles to one of yours.

28 Ask people to link to your site's content. Some people may not want to link to your home page but might want to link to your content. Just include an attention-grabbing link or graphic on the content page that leads people to your home page or sales letter.

29 Convert your web site into an e-book. You could offer your e-book as a free bonus for your product or another business' product. This will also allow people to view your web site offline as well. You could put it on a CD-ROM and include it in your direct mail packages.

30 Create e-books for other web sites or businesses. You could create them for no charge in exchange for an ad or a mention of your web site inside. You could also create them in exchange for getting the reprint rights to them. You would never need your own product to sell.

## **Sure-Fire Revenue Techniques**

by Larry Dotson

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## Chapter 1

1 Make sure your classified ads don't sound like ads. Don't ask people to buy anything or they won't click, give something away instead. You could also mention a major benefit. For example, "How To Lose 5 Pounds In Two Hours." Another example, "How To Write E-books Fast!"

2 Give your free bonus products extra perceived value. Don't use the phrase "Free bonuses", use the phrase "You will also get...". People won't assume they're free and it will make the person think they are worth more money. People usually assume free bonuses are just leftover things from your business that are not worth much.

3 Keep your visitors at your web site longer. The longer they stay, the greater chance they will buy. Just hold a treasure hunt contest on your web site. Have them try to find something like a graphic, picture, word or link. You could give them a freebie or cash as a prize for finding it.

4 Make sure you're always creating new products and services or improving old ones. Most products or services won't stand the test of time online. You could hire a focus group to get ideas on how to improve one of your existing products, or to think up ideas for new ones.

5 Split the cost of online advertising and marketing

by sharing a web site with a similar, non-competing business. You would both put up half the cost. You could rotate top positions on the home page. You could also create products together and split the profits.

## Chapter 2

6 Customize your product or service if you have too much competition. For example, if you're selling an advertising book, rewrite part of it and target it just to pet businesses. Another example, if you're selling an accounting software, you could change part of it to sell it as business-to-business accounting software.

7 Sell a lead-in product super cheap, even if you lose a little money. If people like it, you have a greater chance to sell your higher priced product. For example, someone might buy your low priced product, then buy your medium priced product, then your high priced product.

8 Give people a free version of your product. If it does what you say, they will pay for the upgrade or deluxe version to get more benefits. You could also use a full free product as the lead-in product. If they like it, they might buy one of your related products.

9 Ask your visitors outcome questions in your ad

copy. For example, "Where do you want to be financially in the next two years?" Another example, "What do you want your dream spouse to be like?" This'll persuade them to buy so they might have a chance to experience what's in their mind.

10 Give your product away for free to people who will agree to influence your target audience to buy it. They could be experts, famous athletes, actors, etc. You could ask them to write a persuasive endorsement or testimonial for your product (if they like it). It could be one for your ad or one for them to send to their e-zine subscribers for affiliate commissions.

### Chapter 3

11 Give your potential customers a bonus that will actually pay for their purchase. It could be money saving coupons, an affiliate program, etc. For example, you could say, "Buy our product for only \$47 and get 6 bonuses valued at \$250!" Another example would be to say, ""Buy our product for only \$47 and just 2 affiliates will pay for it!"

12 Make your sales letters or ads sound like it is common sense to buy your product. For example, you could say, "Everyone knows you can't make money..." Another example, "Everyone realizes that designing a professional web site isn't hard like it use to be."

13 Make sure your ad copy sounds like you know what you're talking about. If people sense you don't, they won't buy. For example, you could say, "I know this product will help you achieve your goals!" Another example, "I guarantee our product will end your fear of snakes forever!"

14 Load your ad copy up with a large amount of benefits and bonuses. People will think and feel like they are getting a lot for their money if they buy. For example, if you read an ad which had 40 benefits listed, then saw a similar one with only 10 benefits listed, and both were around the same price, which one would you buy?

15 Assume your potential customer is going to buy. For example, you could say, "Dear Future Millionaire". They will want to buy in order to feel that way. Another example, "I know when you start reading this book you won't be able to put it down."

## Chapter 4

16 Offer a free e-book that's published right on your web site. People would have to stay at your web site to read it. You could have an ad above or below the content on the title page and every other page for the main product or service you sell. Even allow other web sites to link to your free e-book to increase your

traffic.

17 Give your visitors a different free bonus for each link they click-through on your web site. For example, you could say, "If you click on this link you'll get a FREE course!" Another example, "If you click on this link you get a free e-book!" You could also place a picture or graphic of the freebie beside the link.

18 Make your content into a story format. People will want to keep reading to find out what happens at the end of the story. For example, you could say, "On Tuesday, June 13, 1988, I was driving to work and...." Another example, "Just the other day I was at the store and..."

19 Offer a search option on your web site. People will stay longer because it gives them the option of searching through your web site using keywords. They also won't get frustrated when they can't find something. It's a good idea if you have an organized navigation bar.

20 Provide a chat room on your web site. Your visitors will want to chat with other people who are interested in a particular subject. They may also talk about how they enjoy your products and services. Your new visitors and prospects may see everyone chatting and that might persuade them to buy.

## Chapter 5

21 Write your content so it attracts your visitors' five senses. Use plenty of adjectives. They will stay focused on your web site and block out other distractions. For example, you could say, "Our product will satisfy you better than a glass of iced water on a hot day!"

22 Add a "FAQ - Frequently Ask Questions" section on your web site. People won't email you a question and leave. They will stay to find out the answer. You could also publish an ad for your main product or service on your FAQ web page. If their question is answered, they may buy that day.

23 Make your site's text easy to read. Most people will strain their eyes trying to read text that is too small, light or bright. You could ask some of your friends and family members to read your web site to be absolutely sure. They will tell you about any other things they don't like too.

24 Give people plenty of things to do at your web site. Allow them to submit classified ads, play interactive games, add their link, sign your guest book, etc. This will keep them busy and they will have a higher chance of seeing your ad a couple of times and buying your product or service.

25 Offer free online tools your visitors can use right at your web site. It could be a search engine submitter, ad or letter templates, e-book compiler, etc. If they like them, they will revisit your web site again and again to use them and tell all their friends about them.

## Chapter 6

26 Create benefit intensifiers for your list of ad copy benefits. For example, the benefit: "Save More Time", the benefit's intensifier: "Never Seen Before!". You could also intensify your headline, sub-headlines, guarantees, postscripts, etc.

27 Use a little humor in your ad copy. It could be the little extra push needed to close a sale. People are usually persuaded easier if they're in a good mood. How many times have you let your guard down and bought something when you were in a good mood?

28 Ask your visitors questions that induce thoughts, feelings, memories and emotions that will influence them to buy. You could ask questions about people's future, present and past. For example, you could say, "How many times in the past have you wished you had stuck with your diet?"

29 Tell your visitors what their friends or family



will probably think when they buy your product. People care about what other people think of them. For example, you could say, "Your dad will be so happy when he sees you've bought him a new tool box!"

30 Use blue, underlined text links. People have been conditioned to think that blue, underlined texts are links. You do not want to lose visitors by using a different color. I would also use text links over banner or graphic links because they have been proven many times to out-pull banner ads. You could place the graphic beside the text link though.

## **Blockbuster Cash Secrets**

by Larry Dotson

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## Chapter 1

1 Set up a cross-promotion deal with another web

business. Allow them to sell your product as a back-end product to their existing customer base. The web business' product should be related to your product or service. If not, it may not sell that well to a different target audience.

2 Sell your product in a package deal with other web businesses. You can both advertise it and split the profits. For example, if you are selling tennis rackets, maybe you could partner with a tennis ball business and package them together. It's a win/win joint venture deal.

3 Rent your products out for a set period of time. It's like selling but you get the products back to rent again. You could make more profit in the long run renting your products or services. People today have less money and would rather rent than buy something and only use it once.

4 Allow people to subscribe to your products. It works best when selling information products, services or memberships. You could charge them per week, per month, per quarter or per year. It will bring in secure residual income. Plus you can sell your subscribers back-end products for single sales.

5 Allow people to lease your products. It's like renting them but they have the option of buying at the end of the lease. For example, if you were leasing out computers, the customers would pay you

a monthly fee. If they returned the computer at the end of their lease, you could lease it out again to someone else, or even sell it.

## Chapter 2

6 Add a message board to your web site. People will visit your web site to ask questions and answer other people's questions. Some people will just participate on message boards so they can leave their link but those people may end up buying your product too.

7 Add a directory of web site links to your web site. People will visit your web site to find related web site links for the topic they're interested in. This saves them time and effort searching for all those links personally. If you update it often, they will come back and revisit and maybe buy one of your products.

8 Add an article section to your web site. People will visit your web site to read and learn new information related to their interests. You want to have original content so people can't go anywhere else to get it. You also want to update it regularly so they will want to revisit your web site over and over.

9 Add an archive of past e-zine issues to your web

site. Your new subscribers will visit your web site to read the past issues that they've missed. Your old subscribers might want to look up some information or ads they remembered seeing in your e-zine.

10 Add a free e-book directory to your web site. People will visit your site to download, study and read new information. If you do add one, offer e-book related products. Those people might decide they want to create their own e-book and submit it to your directory.

### Chapter 3

11 Add a free classified ad section. People will visit your web site to place their own free classified ad and to read other offers. You can encourage them even more by telling them you will pick a few classified ads to run in your e-zine. This may influence them to subscribe to your e-zine or to revisit your web site regularly to submit new ads.

12 Add a free link page to your web site. People will visit your web site to place their own link and to look at other people's links. You could say to the link submitters that you'll run their link once in your e-zine if, in exchange, they place your link on their home page for one or two months.

13 Add an "About Us" page to your web site.

People will visit your web site to read about you and your business. This will help to make your relationship with your prospects more personal and persuade them to buy. Include some of your non-business information too on your "About Us" page.

14 Add a guest book to your web site. People will visit your web site to leave their opinions about your business and to list their signature file. Yes, they may only be doing it to get free advertising but it could be a visitor who might eventually buy your product.

15 Add a free software download page to your web site. People will visit your web site to find new software that will make their life easier. Your software could be your own, freeware, submitted shareware or demos. The software should be related to your target audience.

## Chapter 4

16 Show your potential e-zine subscribers a sample issue of your e-zine. Black out some of the important information; this will make them more curious and get them to subscribe. Use a really juicy tip they have not probably heard of. You could just tell them where to find your e-zine archives or that sample issue after they subscribe.

17 Give away a free follow-up autoresponder

course. Publish your e-zine ad in each lesson. The more people who see it, the higher the chance they'll subscribe. Your e-zine needs to have a lot of original and quality content for this to persuade them to subscribe. Of course you could also mention one of your products in each lesson.

18 Offer your potential customers a discount on a particular product you sell if they subscribe to your free e-zine. For example, you could say, "Subscribe to my free e-zine and get a 40% discount off my latest e-book!" After they subscribe you could tell them about your secret discount order page in the 'thank you' e-mail you send them.

19 Give other businesses permission to give away a free subscription to your e-zine as a bonus for a product they sell. You want the product or service to be related to your e-zine though. Just think, you could have a lot of businesses offering your e-zine to their customers.

20 Ask your potential subscribers questions that'll persuade them to subscribe. For example, you could say, "Would you like to be able to retire before you're 40?" Another example, "Does the idea of working at home appeal to you?"

## Chapter 5

21 Write your e-zine's ad to sound like it is common sense to subscribe. For example, you could say, "Everyone knows you have to know a few things before you start a business!" Another example, "We all know that knowledge is a key factor in making a business profitable."

22 Assume people are going to instantly subscribe to your e-zine. For example, "Dear Healthy Subscriber". They will want to subscribe in order to feel healthy. Another example, "Dear Intelligent Subscriber". They will want to subscribe in order to feel intelligent.

23 Allow your subscribers to collect things from each issue of your e-zine. It could be e-books or software. They'll tell others and those people will subscribe too. For example, you could say, "In each issue of our e-zine we will be giving away a new limited edition business report! Collect them all!"

24 Tell people what their friends or family might say as a result of them learning what's in your e-zine. People care about what other people think of them. For example, you could say, "Just imagine your wife telling you how proud she is of you for starting your own business!"

25 Make people feel like it's their idea to subscribe, they will be less hesitant. For example, you could say, "You are making a smart decision for subscribing." Another example, "Thank you for making an



intelligent choice and subscribing to our e-zine!"  
Plus you're assuming ahead of time they are going to subscribe.

## Chapter 6

26 Allow other e-zine publishers or web site owners to republish small nuggets or excerpts of information from your free e-book with your byline or ad included. That is another way to market your business with the use of a free e-book.

27 Make extra profits from selling monthly updates of your free e-book. You could also back-end sell the extra, never-before-released chapters of your free e-book. You'll have a lot more people reading your e-book and seeing your ad because it's free and because you allow others to give it away. Plus you can make more profit from it by selling extra content.

28 You could have a famous and respectable person on your banner ad representing your product, web site or service. People will click because they'll trust that person over you. For example, you could say, "The famous (name) has even bought our product! Click here to see why!"

29 Divide your free e-book into reports then allow people to use them as bonus products for products

they sell. Just make sure they include your resource box or ad with the report. If you want to, allow them to sell the reports too.

30 You could end your ad copy with a free bonus. When you give people a free bonus, it increases the product's perceived value. For example, you could say "You'll get 7 free bonuses for ordering before (date)." Another example, "If you order this weekend only you'll get the e-book (title)!"

## **Mind-Altering Promotional Ideas**

by Larry Dotson

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## Chapter 1

1 Don't forget to use words that create emotion. All people have emotions; people will have more interest when they are emotionally attached. Use words like mad, happy, angry, sad, excited, scared,

surprised, etc. For example, "Imagine how happy you will be when you can finally afford taking that exotic cruise!"

2 Sell more back-end products to your existing customer base. You've already created rapport and trust, and proved your credibility to them. That's why it's usually easier to sell to them the second time. Sell back-end products that relate or complement the first product you sold them.

3 Make it a practice to upsell to new and existing customers. After they decide to buy one product, offer them another product at the point of purchase. You already have them in a "yes set" because they are going to buy your main product.

4 Cross-promote your products and services with other businesses that aren't competition. You will reach a wider audience at less cost. The other business should have the same target audience. For example, if you're selling picture frames, you could team up with a photography studio.

5 Create joint venture deals with other businesses. You can expand your product line and target other profitable markets at a lower cost. The joint venture deals could be trading advertising, barter products or services, joining an affiliate program, swapping business strategies, etc.

## Chapter 2

6 Start an affiliate program for your business. You will be able to spend less profits on risky advertising and spend more money on guaranteed sales. Your only goal would be to persuade affiliates to sign up, train them and keep them selling for you.

7 Trade advertising with other businesses to save revenue. You could trade e-zine ads, banners ads, links, print ads, etc. If the other business doesn't want to trade, offer them something extra in return. It could be extra ads, free products, commission, extra advertising time, etc.

8 Outsource part of your workload. This can save on employee costs, equipment costs, taxation costs, expansion costs, etc. You should keep the work you enjoy doing and get rid of the rest. You need the extra time to enjoy life.

9 Add low cost bonuses to your offer that have a high perceived value. It could be Members Only sites, e-books, consulting, e-reports, etc. Make sure they are original and no-one else is giving them away.

10 Use viral marketing to promote your business on the Internet. Give away freebies with your ad copy

included on them so others can give them away. It could be e-books, software, reports, autoresponders, web space, e-mail accounts, etc.

### Chapter 3

11 Follow up with all your prospects. You can use a free e-zine, a follow-up autoresponder, an update or reminder list, etc. You could follow up to make sure they don't have any problems or questions, then just mention another product you are selling.

12 Tell your potential customers special events your business has sponsored. It could be charities, fundraisers, charity auctions, etc. You could tell your prospects that you will donate a percentage of their order amount to charity. This could increase your profits because it might persuade them to buy more.

13 Tell your potential customers about any mergers or joint ventures with other reputable organizations or businesses they would recognize. If they like or trust those businesses, it will help your profits when they know you are teamed up with them. Plus it can instantly brand your business.

14 Tell your potential customers some valuable info within your ad copy. This will create rapport with them. It could be tips, how-to information, case studies, etc. Also design and start your ad out like

a free report or article. People will be less hesitant to read it.

15 Tell your potential customers about reviews of special events your business attended. It could be trade shows, seminars or conferences. You will be informing them and selling to them at the same time. Plus if they attended the same event, then you both have something in common which can help persuade them to buy.

## Chapter 4

16 Tell your potential customers stories about your customer service. It could be how you helped a new customer, an award you won, etc. For example, you could say, "The other day a woman called and wanted to know if she could get a refund, because she bought the wrong product and couldn't afford to buy the other one till she got a refund. We said, 'Of course you can' and even made her refund a top priority."

17 Tell your potential customers stories about your employees. It could be about why they like to work for you, their personal profile, etc. For example, you could say, "Our Human Resource Director, Susan, said she loves working here because we are all so polite, caring and friendly."

18 Tell your potential customers about the milestones and goals your business has achieved. It could be a sales goal, customers served goal, etc. For example, you could say, "Last year we answered over 100,000 customer service calls and e-mails, and solved every problem our prospects and customers had."

19 Tell your potential customers about the innovations your business has discovered. It could be inventions, new technologies, patents, new products, etc. Your prospects and customers will be impressed that you are constantly researching new ways to make their lives better.

20 Tell your potential customers the things you have done to improve your product. It could be lighter, faster, heavier, slower, etc. You could show pictures of your product before and after you improved it. This tells your prospects that you care about them and that you want their experience with your product to be really good.

## Chapter 5

21 Tell your potential customers a little history or past information about your business. It could be how it started, how you got the product idea, etc. This kind of information helps your prospects and customers know more about the kind of business they are buying from and makes it a more personal



experience for them

22 Publish testimonials for your free things. It would increase their value and if they're viral marketing tools, you'll have more people giving them away. Another tip is to give testimonials for other people's freebies. They might publish it on their web site. You can using include a link back to your web site too.

23 Give your visitors a good time so they will visit your web site again. Use a few jokes, humorous graphics and funny stories. You could also provide a free online game they can play on your web site. If your visitors like it they will revisit again and again. Plus they might tell other people about it.

24 Make money from web sites that don't have an affiliate program by doing a joint venture. Set up the affiliate program through a third party for them. By doing that for them you could require that you become their only affiliate. You would instantly become a super affiliate because you would be the only one with no competition.

25 Build rapport with your potential customers by teaching them something new. Provide them with free e-books, articles, tips, courses, etc. Offer them a free weekly e-zine. Include new, original articles, interviews with experts, case studies, web site profiles, news stories, etc.

## Chapter 6

26 Allow your visitors to collect things from your web site so they will stop back again and again. It could be a series of software, e-books or articles. People like to collect things because it's a goal. It makes them feel good because every time they collect a new item, they are fulfilling their goal.

27 Keep each page of your web site consistent or similar. Use similar text fonts, colors, graphics and background on every page. If you have one web page that is blue, one that is red and one that is orange, it doesn't look professional. It would look like you just threw it together and didn't think things through. Would you buy a product from someone who gave you that impression?

28 Build a popular directory of freebies. It will draw a lot of traffic to your web site and you can request that people who submit free things place your link on their home page. You could also trade links with other freebie sites or submit your own free items to their web site.

29 Create traffic generators that people can add to their site without doing all the work. It can be an article directory, freebie directory, web tool, etc. You just create it on your web space and maintain it. All your visitors would have to do would be to

link to it.

30 Challenge your visitors to buy your product or service. People love a good challenge. Tell them if they can find a flaw, you'll give them a refund. You could also dare them to buy your product. A dare also gives them a challenge. For example, you could say, "I dare you to try out our product for a week. I doubt you will ever return it for a refund."

## **Super Business Tools**

by Larry Dotson

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## Chapter 1

1 Consider outsourcing part of your work load to a virtual assistant. You won't have to pay the extra employee costs and you can save precious time. Virtual assistants can do a number of tasks: writing,

editing, web page/graphic design, secretarial, accounting, bookkeeping, marketing, copywriting and much more.

2 Increase your traffic by holding free teleclasses. You can refer people to your web site for more information. You can also mention things you sell at the end or during the teleclass. You could offer one daily, weekly or monthly. You could also invite other experts to speak and teach.

3 Add an extra profit stream by selling the reprint rights to your web site content. They could be articles, e-books, reports, etc. Allow people to compile them into an e-book and sell it. Just have them include your ad copy and link back to your web site in the e-book. You could also have people give the e-book away.

4 Spy on and study your competitors by buying their products. You'll find out about their customer service, follow-up marketing, upsell offers, etc. You'll also get new ideas for your own business. Even contact your competition and ask them to do a joint venture offer with you.

5. Tell your prospects that your product tastes, smells, sounds, looks, or feels better. When you target the senses, you're triggering human appeal. Your senses also send the information to your brain and subconscious mind. Your prospect may

be persuaded to buy because he or she imagined how something tasted.

## Chapter 2

6 Create an e-mail discussion list. The list should be related to your web site's subject. Place your ad on all posts and it will remind people to visit your site. You could list your e-mail discussion list at online e-mail list directories. Just type in the keywords "e-mail discussion lists" into the search engine of your choice.

7 Prove your product is a bargain. Add a lot of freebies to your offer or, if you've sold the product for a higher price before, show them the difference. For example, you could say, "Order our product for only \$19 before we raise it back up to \$29! That's a huge \$10 savings!"

8 Make your web site more useful. Sell ad space, generate hot leads, answer visitors' questions, offer free content, be news friendly, etc. There are so many things you can do to make your web site more appealing and profitable. It's a good idea to regularly surf the web and study other web sites for ideas.

9 Make the most of each visitor. Sometimes they'll think your price is too high. You should provide a variety of similar products at different price ranges.

Offer free products, free trial or sample products, low priced products, subscription products, rent products, high priced products, etc.

10 Test and redesign your banner ads till you get your desired click-through rate. Once you do, join many banner exchanges and buy ad space. For example, if you achieved 10 clicks per hundred viewers then placed your banner in 30 places and got 100 viewers per day from each place, that would be 9000 visitors per month!

### Chapter 3

11 Use holidays as a reason to get free publicity. Write a press release or article about the current holiday. It'll have a high chance of being published. For example, your title could be, "10 Smoking Ways To Increase Your Sales On Thanksgiving Day!" Another example, "How To Turbo Boost Your Traffic On Valentine's Day!"

12 Utilize the free content which is freely available on the Internet. Publish one article on a single web page with your main web site link then upload it as a doorway or lead page. You would then just submit it to search engines and web directories. Also place an ad for your e-zine on the lead page to capture visitors' e-mails.

13 Test your new products on the bottom of your home page or on other pages. You don't want to take away hits from your best selling products until others are proven. You could also take your new products and sell them as upsell or back-end product till they become more steady earners for you.

14 Make commissions without joining an affiliate program. Just propose a joint venture offer to web sites that don't have affiliate programs. You could go to any search engine and find a compatible business without an affiliate program. Once you find one, buy the product. If you like it enough, ask the business owner if you can sell it for commission.

15 Persuade other web sites to link to yours. That can improve your search engine ranking. Just offer them something of value in return. You could offer them reciprocal advertising, free products, discounts, and anything else you can think of, just be creative when you construct your linking offers.

## Chapter 4

16 Sell your products at a wholesale price to retail web sites. You could sell them individually or in bulk. You could charge normal consumers a monthly or yearly subscription fee to buy your products at wholesale prices. You could also sell them for wholesales prices if they link to your web site or



run your ad in their e-zine.

17 Set up joint ventures with other businesses to sell your product to new customers. They can introduce it to their customers for a set price or join your affiliate program and earn commission on each product sold. This is one of the best ways to promote a business if you're just starting out too, because you don't need a customer list or an up front ad budget.

18 Allow other web sites to sell your product for a percentage of each sale. They can take a percentage of the sale and send you the rest of the order to drop ship. This is one way to set up an affiliate-like program without any tracking software or technology. It works really well for products that have to be shipped.

19. Tell your prospects that you offer a lower price than the competition. If you can't afford to offer a lower price, try different ways to accomplish it. You could find different suppliers, joint venture with other businesses, sell back-end or upsell products to make up for the loss, etc.

20 Sell people the rights to reproduce your product. You could sell the rights straight out for one price or collect royalty payments from each sale they make. You could just create one product or idea and sell it to one or more businesses then let them do all the

work. All you need to do is collect the money.

## Chapter 5

21 Purchase reprint rights to other people's e-books and combine them in a large package deal with your own product. You should check with the reprint rights owners to see if they will allow it first. If you can't afford to buy reprint rights, you could always trade for them.

22 Change the benefits on your product ad from text to links. When people click on the link, it will take them right to the order page. It'll give them an urge to buy your product. People will usually click on links because they think they might be getting one of the benefits for free.

23 Charge people a cheap price to get a sample of your product. If they like it, they can pay full price to get the full version. Yes, you could offer a free sample too. When you charge for a sample, it gives your product more perceived value and you end up making a little money at the same time.

24 Offer freebies that are related to the product you are selling. It could be free monthly updates, a free e-zine, free consulting, etc. Other rarely-used freebies could be an extended guarantee or warranty, a free coupon for some other business' product or free

lifetime product replacement.

25 Show your prospects a sample page out of your free e-book. Just black out some of the important information. This will make your prospects curious to download your free e-book. If you sell information products, this strategy can also work from them as well. Use it for your free e-zine to gain more subscribers too.

## Chapter 6

26 Provide a low and high priced version of your product. Show benefits of each version side by side. People usually spend a little more for extra benefits and features. When they are side by side, the one with the most benefits usually grabs people's attention quicker too.

27 Offer the reprint rights to your free e-book. You can allow people to sell it. Your ad in the e-book will be seen by proven, money-spending customers as well as freebie seekers. You could also provide people with proven ad copy and an e-book cover graphic.

28. Make your target audience's experience reading your ad positive. You could educate them, tell a joke to make them laugh or compliment them to make them feel good. If their experience is enjoyable

that's all it might take for them to decide to buy your product, subscribe to your free e-zine or join your affiliate program. All these actions can lead to income for you.

29 Redesign your product for specific niches. You can create multiple profits with very little work. For example, you could easily turn a business e-book into an online auction business e-book and auction it off at online auctions. You would have a whole new and related target audience.

30 Give your prospects discount coupons on other products when they purchase your product. It could be your products or other businesses you made deals with. Just contact other related businesses and propose your idea to them. They may do the same for your business too.

## **Phenomenal Online Sales Formulas**

by Larry Dotson

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## Chapter 1

1 Start publishing an extra issue of your e-zine every week. You could charge a recurring monthly subscription for the free subscribers who want to view the extra issue(s) each week. You could also include no ads in the extra issue because you're charging a subscription fee.

2 Don't load your web site with a lot of high tech clutter. Your visitors may miss your whole sales message. Haven't you ever visited a web site which had graphic ads, text scrolling and flashing words all crammed together? If you have, it was likely you found it confusing and hard on the eyes and you just said 'forget it'.

3 Don't use unnecessary words or phrases on your site. You only have so much time to get your visitor's attention and interest; make every word count. Use short words, phrases, sentences and paragraphs. Also highlight attention-grabbing words like love, money, sex, etc.

4 Don't make the mistake and think that everyone will totally understand your web site message. Use descriptive words and examples to get your point across more smoothly. Don't use hard to understand words that they might have to look up in a dictionary

because they won't, they'll just leave your web site.

5 Don't write your strongest point or benefit only once. You should repeat it at least 3 times because some people may miss it. Also when you repeat something it gets stored in your prospect's brain easier. This may persuade them to buy later on down the road because they will remember it when they really need or want your product.

## Chapter 2

6 Don't push all your words together on your web site. People like to skim; use plenty of headings and sub-headings. People don't have time to search and read through every word. It's also harder to read online than offline. But you could remind them they could print out your web page to read it later when they are offline.

7 Don't use site content your target audience isn't interested in. If people are coming to your site to find information about fishing, don't include soccer content. That rule also applies to your free e-zine, your free e-book, the products you sell, the affiliate programs you promote, etc.

8 Don't use 50 different content formats all over your web site. Try to use only one or two of the same fonts, text sizes, text colors, etc. You don't

want your visitors getting frustrated because they have to keep refocusing their eyes. Plus it looks unprofessional not to have a consistent look throughout your web site.

9 Offer easy navigation. People will leave quicker if they have a hard time finding what they're looking for. Don't get them lost or they will leave. You could have a keyword search box, a side, top or bottom navigation bar, a web site map, etc.

10 Don't let selling words and phrases go unnoticed. Highlight important words and phrases with color, bolding, italics, underlining, etc. Also think about about each and every word you use on your web site. Ask yourself "Is this word going to persuade them to buy my product, join my affiliate program, subscribe to my e-zine", etc.

### Chapter 3

11 Form a strategic alliance with other related but non-competing businesses. You'll be able to beat your competition by selling to a larger audience, sharing advertising costs, trading business strategies, bartering both goods and services, gaining new products to sell, packaging products together, etc.

12 Address your targeted audience on your business site. For example, "Welcome Internet Marketers".



If you have more than one, address them all. When you want to get their attention in the ad copy, you could say, "Attention! All Internet marketers, business owners, opportunity seekers and other entrepreneurs."

13 Make sure your content and graphics are relevant to your web site's theme. You wouldn't want to use a bird graphic on a business web site, unless the bird had a business suit on or was doing something business related. That would grab your prospects' attention and the bird would convey the impression that you sell to businesses or that you are a business.

14 Alert visitors by e-mail when you add new content to your web site. This will remind people to revisit your web site. For example, you could say on your web site, "Sign up to our opt-in list to be reminded in the future when our web site is updated or we add new products."

15 Offer a way for visitors to contact you on each web page. List your e-mail address, fax number and phone number. If you're selling a product, remind them to order on each page. If you're giving away a free subscription to your e-zine, remind them to subscribe on every page.

16 Give people the option of viewing your web site offline. Offer it by way of an autoresponder message or by a printer-friendly web page. They may forward it to their friends or family members if it's an e-mail or they may give it to them if they have it printed out.

17 Make sure that at least 50% of your content is original. The other option is to offer something else original other than content, like software or an online utility. You need to offer something they can't go anywhere else to get. Then they can't think, "Well I saw another web site that has that same free e-book so I'll just go there instead."

18 Offer your visitors incentives for revisiting your web site. You could give them new content, e-books, software, e-zines, etc. Offer a new weekly contest so they have to revisit every week to re-enter. Offer a new, original freebie every week so they have to revisit. You can just ask them to sign up to a reminder e-mail list.

19 Publish FAQs for your business, products and web site. They could have questions about multiple parts of your business. You could answer questions about your products, business, web site, free e-zine, affiliate program, message board, chat room, free e-book and other services.

20 Make sure all links on the navigational bar are

clickable. If people can't get to where they want to go, they will leave. It's a good idea to go through your whole web site and check all your links once in awhile. There are also software programs that can do it for you too.

## Chapter 5

21 Organize your web site in a logical and profitable sequence. You don't want to give away a freebie before they learn about the product(s) you're selling. Make your visitors see at least one or two of your ads before they get to your freebie. Then include those ads somewhere in or around your freebie.

22 Use plenty of examples in your ad copy. This will allow your whole target audience to understand your sales pitch completely. If they don't understand your product offer, how do you expect them to buy. Have a few younger kids read it. If they understand it, you'll know an older person will definitely understand it.

23 Gain extra credibility by using terms your readers may not understand but can follow, by explaining them in simple terms. This will show you're an expert. People often find it interesting to see new words as they could get bored seeing the same old words every day.

24 Reveal how excited you are about the product. You could use words, or even a picture of yourself looking very excited. For example, you could say in your ad copy, "I'm super EXCITED about our new product!" Another example, "I'm so PUMPED UP about our new product I can't wait to tell you about it!"

25 Tell your target audience you were in their current position. Next, tell them how your product pulled you out of that position. For example, you could say in your ad copy, "Don't worry, I used to be just like you. I was way over my head in debt. But I decided to create a financial formula so no one else would ever go through all the pain and humiliation of bankruptcy like I did."

## Chapter 6

26 Challenge your readers at the end of your ad. Make a bet with them; if your product doesn't solve their problem, offer them a free product in return. People love to gamble and most are greedy. You're just using it to your advantage so you can sell them your product or service. Some people like to gamble just because it's fun.

27 Get your audience involved in your ad by asking them questions. They'll automatically want to answer the questions in their mind. For example, you could say in your ad copy, "Where do you want to be

weight-wise in the next 5 months?" Another example, "Do you want to weigh that much or more 2 years from now?"

28 Introduce yourself in your ad copy. Haven't you ever read ad copy and wondered who was selling the product halfway through? It's a big turn-off. For example, you could say, "Hello my name is (your name and a little about yourself)." Another example, "It's (your name) here, I'm going to tell you about..."

29 Start your ad with a story. It draws people right into your ad and they forget they're being sold to. For example, you could start your ad, "Once upon a time ..." Another example would be, "Last year, one of my friends and I were..."

30 Use less than seven points in your ad copy. If you start revealing too many topics, your readers might get confused and quit reading. Your points could be your benefits, guarantees, testimonials, closing, opening, postscripts, and headline. Some other points would be features, case studies, customer lists, etc.

## **Unspoken Profit Methods**

by Larry Dotson

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## Chapter 1

1 Use a "P.S." at the end of your ad copy. This is where you either want to repeat a strong benefit or use a strong close, like a free bonus. For example, "P.S. You can get (product), worth over (\$), for the low price of (\$)!" Another example, "P.S. I can not guarantee the (No.) bonuses will be here tomorrow!"

2 Publish a free e-book and give it away from your web site or in your e-zine. This will increase your traffic, sales and e-zine subscribers. For example, "FREE E-book Worth Over (\$)!" Another example, "Increase Your Traffic By Giving Away This Free E-book!"

3 Create multiple streams of income with your web site. You could sell your own products, join affiliate programs, sell advertising space, etc. For example, offer people a free e-zine then you can sell them e-zine classifieds. Another example, sell your own product then follow-up with a back-end offer from a related product from an affiliate program you have

joined.

4 Give your visitors compliments in your ad copy. This can earn their trust and put them in a good mood, in return they will be easier to sell to. For example, "You're really intelligent for taking time to read this ad copy." Another example, "You're a winner because you're trying to get over your obstacles."

5 Create new products or services only if there is a strong need for them. You won't have anyone to sell them to if you don't have a market. For example, you could survey your e-zine subscribers or web site visitors and just ask them what kind of products they are interested in buying.

## Chapter 2

6 Sell your back-end products to your customers right after they order. Take them to a "Thank You" web page that includes other products you sell. For example, if you were selling perfume you could offer make-up as a back-end product. Another example, if you were selling coffee you could sell coffee cups as a back-end product.

7 Sell only a few products on your web site instead of a large amount of products. Too many choices can overwhelm your visitors and they won't buy. If



you really want to offer a lot of choices, offer one of the main products as a bonus if they buy something. For example, "Buy One Of The Products Below And Get A Free E-book!"

8 Include content and free items on your web site that promote the products you're selling. If people don't read your ads, they may read what you're offering. For example, if you have freebies they can download, like software, include your ad in it. Another example, if you publish free articles, place your ad in the middle or at the end of the article.

9 Remind your visitors that you're human, not just a web site. You could publish information on your family life, show a picture of yourself, publish your profile, etc. For example, show a picture of your family on vacation. Another example, show a picture of yourself doing one of your favorite hobbies.

10 Provide a "Contact Page" on your web site. Give your visitors as many options to contact you as possible. This'll add credibility to your business. For example, Contact us by email #####@#####, by phone ###-###-####, by fax ###-###-####, etc.

### Chapter 3

11 Sign up to win web site awards. When you win,

some award sites publish your web site link, name and description on their site. You could tell people on your web site about the awards you've won. For example, "Here are all the awards we have won in the past (no.) years:.."

12 Join online business associations or clubs. If you join, they will usually list all their members on their web site. It will give your business extra exposure. You could tell people on your web site the business clubs and associations you belong to. For example, "Here is a list of all the business associations we belong to...."

13 Utilize a simple form of viral marketing. Write, or have someone else write, a small report with your ad included in it and allow others to give it away. For example, in your report say, "You have our permission to give this report away." Another example, "Give this report away to your visitors or newsletter subscribers."

14 Improve your business by promoting customer feedback. Tell them you want their honest opinions about your business, good or bad. For example, "Please send us your comments, good or bad." Another example, "Let us know how we can improve our web site or product."

15 Design your packaging so it sells your products. Utilize colors and lettering that make your product

more attractive to your prospects. You don't want colors that make it hard to read. For example, you don't want dark blue letters on a black background.

## Chapter 4

16 Compare your product's guarantee to your main competitors. Find a niche where you can design your guarantee to be more powerful. For example, "Our guarantee is twice as strong as our competitors because we give you double your money back." Another example, "Unlike our competitors' guarantee, you have three times as long to try out our product before you are charged."

17 Try not to assume your audience understands everything in your ad copy. If you have words they may not know the meaning of, define them. For example, "When I say the word, I mean..." Another example, "You may not understand the word ( ), it means..."

18 Build alliances with other online businesses. You could trade links or ads, create joint venture deals, cross-promote your products, etc. For example, if you sell movie videos, you could trade links with a theater web site. Another example, if you sell baby dolls, you could create a package deal with a doll clothing manufacturer.

19 Design your web site to be a valuable resource for people. Include original content, links to other interesting web sites, e-books, software, etc. For example, you could create mini-directories within your web site. It could be an e-zine directory, free e-book directory, article directory, etc.

## Chapter 5

20 Compete with the highly branded businesses by practicing good customer service, strong product quality and speedy service. For example, tell your prospects your business isn't branded because you spend more of your money on customer care instead of big advertising campaigns.

21 Design your web site to be a targeted resource center. Choose one subject and build on it. You'll gain repeat visitors who are interested in that topic. For example, many web sites deal with the general web site marketing topic. You can create a more targeted, loyal audience if your topic is specific, like viral e-book marketing.

22 Offer something that is really free. If people go to your site and what you said was free really wasn't, you'll lose their trust and they won't buy anything. For example, "Free Marketing Software! No purchase is required." Another example, "Free Investing Report! You don't need to buy anything!"

23 Add a chat room or message board to your web site. People want to interact with other people who have the same interests as them. For example, you could say on your web site, "Chat With Other Web Marketers!" Another example, "Talk With Other Cancer Survivors."

24 Entice people to link to your web site by giving them something free in return. This'll increase your ranking in some search engines. For example, you could say on your web site, "Reprint Our Articles On Your Web Site!" Another example, "Give This E-book Away To Your Own Visitors!" Just make sure they link to your web site in order to give the items away.

## Chapter 6

25 Trigger your readers' emotions in your ad copy. For example, if you sell a book on gambling tips, tell them the feelings they'll get when they win money. It could be the relief of getting out of debt or the excitement of being wealthy. Another example, if you sell a self-help cassette on getting over shyness, you could describe the feeling of having confidence.

26 Make sure your site looks good in all browsers. You could be losing sales because it looks distorted in some web browsers. For example, would you buy a product from a web site that had the text all

chopped up, had images out of place or had distorted colors? I doubt it.

27 Increase your sales by e-mailing full page ads to your e-zine subscribers. Remember to tell people before they subscribe or they may consider it spam. For example, you could say, "By subscribing to this e-zine we occasionally send out solo ads from our advertisers. This is how we can afford to give you this quality and original information for free."

28 Ask people questions in your ad copy that make them think about their problems. For example: "Do you want to be free of debt? Do you want to buy all the things you dream about?" More examples, "Do you want to find the love of your life?" "Do you want to share your life with someone you love?"

29 Magnify the size of your prospect's problem in your ad; show how your product can solve it. The bigger the problem, the more sales you'll have. For example, you could say, "Imagine if you never get out of debt. Imagine falling further and further behind paying your bills. Well now you won't have to experience any of these problems again if you purchase..."

30. Invest a percentage of your profits right back into your business. Spend it on marketing, product improvement, customer service, advertising, etc. For example, you could take 20% of your profits

and buy some paid advertising. Another example, you could take 10% of your profits and hire a another customer service employee.

## **Breakthrough Sales Solutions**

by Larry Dotson

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## Chapter 1

1 Advertise your web site with banner ads that are animated and include a call to action. You must grab people's attention and get them to click. For example, you could have flashing lights like they use in Las Vegas. Another example, you could use "Click Here Now" or "Click Here To Visit".

2 Use pop-up windows or advertisements on your web site. They grab your visitor's attention because they jump right out at them. For example, you could use one to get people to subscribe to your free



e-zine. Another example, you could offer them a surprise bonus for buying in the next few minutes with a timer counting down.

3 Buy Internet business books, e-books, private site memberships, etc. Study and learn all the new web site promotional ideas you can. For example, take notes either while you're reading the e-book, or afterwards. Write down a list of tips you could apply or use for your own business.

4 Analyze all your promotional efforts. Concentrate on the ones that work and drop the ones that don't. Don't waste your valuable time. For example, if you have an affiliate program that hasn't made a sale for two months, drop it or test a different ad. You want all of the 'real estate' space on your web site making some kind of profit for your business.

5 Get the most from each one of your visitors. Ask them to subscribe to your e-zine, participate on your message board, bookmark your site, etc. One of the most effective ways to persuade people to do anything is to give them a freebie or strong benefit for taking the action you want them to. For example, "Get 4 Free Profitable E-books For Subscribing To My E-zine!"

## Chapter 2

6 Use text links if your banner ads are not pulling traffic. People don't ignore text links as much as they do banner ads. You should treat your text link like a sales letter headline. For example, "How To ...", "FREE...", "Breaking News!...." "Warning!....", "....Exposed!" etc.

7 Trade content with other e-zine publishers or web sites. This is a powerful and effective way to place your links on other targeted web sites. For example, trade articles with other e-zine publishers. Another example, you could trade free e-books and give them away to each other.

8 Keep your product available for your customers at all times. If you have to back-order it, they may end up canceling their order. For example, you could say on your web site "Always In Stock", "Products On Hand", " No Shipping Delays", "Always Available", etc.

9 Use content on your web site which people can skim through easily. Most people don't have much time so try using lists, short tips, short articles, etc. For example,

\*How To....

\*5 Ways To....

\*Discover...

10 Add a message board or chat room to your web site. If people enjoy it, they will revisit your web site to participate regularly. For example, if someone visits your message board and asks a questions, then later on someone answers it, that person will come back and visit if they ever have another problem.

### Chapter 3

11 Allow people to reprint your articles on their web site, in their e-zine, newsletter, magazine or e-books. Include your resource box and the option for article reprints at the bottom of each article. For example:

“Larry Dotson is the co-author of "Subconscious Internet Marketing". Inside this e-book you'll learn 746 reasons why people buy your products! Visit: <http://www.subconsciousinternetmarketing.com> Feel free to reprint this article on your web site or in your e-zine, just include the resource box.”

12 Allow people to use any of your freebies as free bonuses for products or services they sell. Include your ad on all your freebies. Some people only give away freebies in order to allow other people the right to give them away. You could also give them the right to include a freebie with their own product as a bonus. For example, "Feel free to use this free e-book as a bonus product!"

13 Allow people to use your online discussion board for their own web site. Some people don't have one. Just include your banner ad at the top of the board. For example, you could say, "Don't have your own discussion board? Link to ours and invite your visitors to use it."

14 Allow people to sign up for a free web site on your server. Since you are giving away the space, require them to include your banner ad at the top of the site. For example, you could say, "Get 20 MB Of FREE Web Space In Exchange For Placing Our Small Banner At The Top Of Your Web Site!"

15 Allow people to add their link to your free web site directory. Just require that they return a link back to your web site, advertising your directory. For example, you could say, "Add Your Own Listing In Exchange For Linking Back To Our Web Site!" Another example, "Add Your Own Listing! All We Ask Is That You Link Back To Our Web Site."

## Chapter 4

16 Allow people to include your free online service on their web site, visitors, or e-zine subscribers. They could be free e-mail, e-mail consulting, search engine submissions, etc. For example, you could say, "Offer This Free Service To Your Visitors By Just Linking To Our Web Site!"

17 Allow people to give away your free software. Just include your business advertisement inside the software program. For example, you could say, "This Free Software Is Brought To You By (your business information)" Another example, "This Free Software Is Made Available By (your business information)."

18 Allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site. For example, require people to place a small note under the graphic or at the bottom of their web page like "These graphics are from (your business information)." or "This template is copyrighted by (your business information)."

19 Allow people to place an advertisement in your free e-book if, in exchange, they give away the e-book to their web visitors or e-zine subscribers. Wouldn't you choose to give away something that gave you benefits? For example, you could say, "Give Away This Free E-book And Customize It With Your Own Links!"

20 Allow people to give away your free e-book to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the Internet. For example, 5 people give it away to 5 people each, and those 25 people give

it away to 5 people each, and those 125 people give it away to 5 people each. It just keeps going! That's 755 people viewing your ad for free and without you doing much work.

## Chapter 5

21 Turn your ad copy into a story or article. Your visitors won't be as hesitant to read your ad and will become more interested in your product. For example, you could start your ad by saying, "Once upon a time..." Another example would be to start your ad out with "FREE Report!" Or "How To..."

22 Give visitors a freebie for filling out your online survey otherwise they usually won't. Surveys will give your business valuable intelligence for your business. For example, you could say, "Everyone who completes this survey will get a FREE watch!" Another example, "The first 200 people who complete this survey get a free calculator!"

23 Enhance the power of your ad copy benefits by using attention-getting words, highlighting keywords, using color, using quotes, bolding key phrases, underlining, etc. For example, "Instant Profits", "Super Fast Results", "Lose Weight", "Save Money", "Increase Sales", etc.

24 Give your visitors lots of choices so they don't

get the feeling of being controlled. Offer them a variety of ways to order, contact you, navigate, etc. For example, "Choose the Basic or Deluxe." Another example, "Order by web site, phone or fax."

25 Put yourself in your visitors' shoes. Design your site for them, not for yourself. Create your product around your visitors, not because you would buy it. For example, if you were selling to people who were thinking of going bankrupt, think about how they feel. They would likely want to avoid bankruptcy, they would feel tired of not being able to afford anything, they would be fed up with creditors calling, etc.

## Chapter 6

26 Get free advice from successful online business owners. Participate in business chat rooms and use message boards to start a conversation. For example, you could read their helpful information or post questions and get them answered. You could also answer other people's questions and start a conversation.

27 Use your free bonuses to create an urgency for your visitors to buy. Only offer them for a limited time with your main product. For example, you could say, "Order before midnight tonight and get 4 FREE bonuses!" Another example, "Order by

June 25, 2002 and get a Free Advertising E-book!”

28 Offer your customers extra add-on products at the point of purchase. For example, if they are buying an electronic toy, try to sell batteries with it. For example, “Check Here To Add 4 Batteries For Only \$2.95 More!” Another example, “Click Here To Upgrade To The Deluxe Version For Only \$10 Extra!”

29 Make your visitors feel good about themselves by giving them compliments. If they feel good, they will also feel good about buying from your web site. For example, “You are in the 1% of people who are serious about changing their life.” Another example, “You are brave for going the extra mile to eliminate your financial problems.”

30 Add multiple profits to your web site. If you're selling business books try to sell business services, courses and supplies too. For example, you could say, “Thanks for purchasing our business e-book. If you like it, don't forget we offer a monthly update service for the e-book for only \$4.95 a month.”

## **Revolutionary Income Concepts**



by Larry Dotson

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## Chapter 1

1 Gain an advantage over your competition. You should find one benefit your competition doesn't offer and use it as your main selling point. For example, if your competition doesn't offer free shipping, you should find a way to afford to offer free shipping. One way would be to charge other businesses for inserting ads in your product package.

2 Design your e-zine so it creates multiple free advertising streams. Ask readers to forward it to people they know, offer ad trades, etc. For example, you could say, "Forward this e-zine to your friends or family." Another example, "We accept ad trades from other e-zines."

3 Allow your visitors to subscribe to an update e-zine. Anytime you make changes to your web site they can receive an informative e-mail. For example, you could say, "Sign up to be reminded by e-mail when this web site is updated in the future." You could also subtly mention a product you are

currently selling.

4 Focus your articles on information the targeted readers and e-zine publishers want. They will get published more often, which means free publicity. For example, if they are business e-zines, you want to write articles about starting a business, marketing, advertising, cutting costs, joint ventures, etc.

5 Use problems to attract online traffic. Find a common online problem and use your web site to solve it. People will visit and see your ads. For example, you could say, "How To Accept Credit Cards Without Forking Over Money For A Merchant Account." Another example, "How To Get To The Top Of The Search Engines Without Being Listed."

## Chapter 2

6 Have an informative FAQ page at your web site. Anticipate questions your prospects or visitors may have; this will help improve your sales ratio. For example, "Read our Frequently Asked Questions first. It may answer your question and save you waiting for one." Another example, "Check Out Our FAQ Page If You Have Any Questions."

7 Improve your negotiation skills. This'll improve

your business because you're always negotiating ad swaps, supply prices, joint ventures, wages, etc. For example, if you wanted to trade ads with an e-zine that had double the subscribers you do, they may not trade but if you offered the e-zine owner an extra ad, they might.

8 Beat your competition by giving away a similar product or service that they charge for. It could be add-on products, warranties, servicing, etc. For example, you could say, "Unlike our competition we don't charge extra for batteries." Another example, "Our competition charges up to (\$) a year for software upgrades, we charge \$0!"

9 Build a larger online community by giving your visitors bonuses for participating on your message boards or chat rooms. Try free products, ads, etc. For example, you could say, "Participate in our online message board and get the FREE report! How To..." Another example, "Get this free e-book for just chatting in our chat room!"

10 Instead of starting an affiliate program, start a referral program. Give people discounts and free products for referring people to your site. For example, you could say, "Get a free e-book software for referring just 3 people to our web site." Another example, "Refer just 2 people to our web site to get a 20% discount on our new e-book!"

## Chapter 3

11 Offer free original content. It's important to give your visitors information they can't find anywhere else. If you're the only source, they'll visit your site. For example, if you write business e-books you know there are many of them out there, but if you added an unrelated topic with the business content, like science, it would be more original.

12 Give people free software. Most people like to find good deals on software for their computers. If the software is free, that is even better. For example, you could say, "FREE Accounting Software!" You could also use the software for viral marketing. Just place your ad in the software and allow people to give it away.

13 Hold free contests or sweepstakes. Most people like to win things. If you can fulfill that need, people will stop by to visit. You can also capture people's e-mail addresses. For example, "Sign up for our contest for a chance to win a new computer! You will be notified via e-mail."

14 Provide a free web directory. Create a directory of web sites on a popular topic that will attract your target audience. For example, if you had a free e-book directory you could advertise your web site by saying something like "Get 1000 FREE E-books When You Visit (your web site address)."

15 Offer a free e-zine. Most people love to get free information that's e-mailed to them regularly. This saves them time and money. For example, you could say, "Sign up to my e-zine and learn about (topic) every week for absolutely free!" Another example, "Free Weekly Business E-zine - Save time and money learning (topic)!"

## Chapter 4

16 Make your web site look professional. You want to have your own domain name, easy navigation, attractive graphics, etc. For example, wouldn't it make you think twice about buying from a free domain name web site? Another example, if you get confused or lost at a web site, don't you immediately click out of it?

17 Let people read your ad before they get to your freebie. When you use free things to lure people to your web site, list them below your ad copy. For example, haven't you ever downloaded a free e-book and read it right away without looking at the rest of the web site?

18 Attract the target audience who would buy your product or service. A simple way to do this is to survey your existing customers. Another idea would be to address them with their group name. For

example, "Dear Web Marketers..." , "Attention All Gardeners - Listen Up!", etc.

19 Test and improve your ad copy. There are many people who write an ad and never change it. Make sure you get the highest possible response rate. For example, run the ad you have ready and see how many orders you get in a week or month. After that change the headline or closing and see how many orders you receive. Continue tweaking your ad till you get the highest amount of orders per visitors or viewers.

20 Give people an urgency so they buy 'now'. Many people could be interested in your product but they'll put off buying it until later and eventually forget about it. For example, "Order Before Aug 15, 2002, and get 2 Bonuses Valued at (\$)!" Another example, "Order Now! Only 1000 Members Will Be Accepted."

## Chapter 5

21 When you ship people the first product they bought, insert a flyer or brochure for your back-end product in the package. For example, if you're selling a book about gardening, you could slip in a flyer about a packet of seeds you're currently selling into the box you are shipping.

22 Give customers a free subscription to a Customers Only e-zine when they buy your product. You could include your ad for your back-end product in each issue. For example, you could say, "When you order, you will get a free subscription to our e-zine about e-books." The customers will also see your ads every week and that will increase their tendency to buy again from you. Plus a free e-zine is a good bonus to lure them to order.

23 Send your customers greeting cards on holidays or on their birthday. Include a small advertisement inside the card for your back-end product. For example, the card could say "Happy Halloween! To celebrate this holiday we are offering you 30% off our new book titled..." Another example, "Happy Birthday! For a gift we are giving a free sample of our new book titled...If you like it, you can get the full version for only (\$)."

24 Tell your prospects that your product is easy to use. People don't want to buy a product that they have to read a 100 page instruction manual. For example, "Our software is user-friendly, it takes you step-by-step." Another example, "You'll get a simple 3 step instruction manual that walks you through the whole scanner set-up."

25 Send customers a free surprise gift after they order your first product. You could attach another ad with the free gift for your back-end product. For example, "Unadvertised Surprise Bonus! A free



copywriting e-book!" Then inside the e-book have subtle ads for the product(s) you're selling. Above or below each page. You could also mention them within your content.

## Chapter 6

26 If you're selling an electronic product, like an e-book or report, include your ad for your back-end product somewhere inside the electronic product. For example, on the last page, title page, index, table of contents, glossary, etc. If you liked the product, wouldn't you buy again from that company?

27 Tell your prospects how long you've been in business for. People think if you've been in business for a while, you have more credibility. For example, "We've been in business for (no.) years!" Another example, "We've been serving businesses since 1935!"

28 Contact your customers by phone and ask them if they were happy with their purchase. You could tell them about your back-end product. For example, "I'm calling to thank you for purchasing our (product). I wanted to make sure you were happy with it and tell you about our new (your back-end product)..."

29 Tell your prospects your product is compact or light. People may want to take the product on a trip

or don't have much room where they live. For example, "Our (product) only weighs (no.) ounces!" Another example, "Our (product) fits inside your pants' pocket!"

30 Ask your customers if they want to be updated in the future when you have new product offers. You could have them sign up to receive e-mail or snail mail updates. If they sign up this usually means they really like and trust your business because they know ahead of time all they will be getting are product offers. These people will be the easiest to sell to.

## **Magical Cash-Generating Systems**

by Larry Dotson

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## Chapter 1

1 Use reward programs to keep people revisiting

your web site and buying your products. You could reward them with gifts or discounts for revisiting or buying. For example, you could say "Buy Over (\$) Worth Of Products And Get (product) Free!" Another example, "Buy (no.) E-books And Get A 50% Discount!"

2 Publish e-zines for other web sites to increase your traffic. You could do it at no charge and in return just ask for a sponsor ad in each issue. For example, if they want to publish once a week you would get 4 ads a month in their e-zine. You could also opt to get your articles published in the e-zine too.

3 Trade endorsement ads with other e-zines. They pull more hits and sales than just trading classified ads because it gives your ad instant credibility. For example, you could say "I can't believe they give this e-zine away for FREE! I would pay at least (\$) for a subscription to it!"

4 Test your ad copy before you start taking orders. Tell your visitors to e-mail you if they want to be notified when you launch a new product. For example, you could say, "This product will be launched on July 27, 2002! If you sign up to be one of the first to be notified by e-mail when it's launched, you will get a special introductory price of (\$)."

5 Get your visitors excited about your product by letting them know how excited you are about it. Tell them why you're excited and use exclamation points. For example, "This product has fulfilled my wildest expectations and then some! I can't wait to use it again! I'm so excited that I can now buy all the things I could only dream about!"

## Chapter 2

6 Use incentives to gain referrals if you don't have an affiliate program. Tell people when they refer customers you will award them with free products. For example, you could say "Get 5 FREE E-books If You Refer 5 Of Your Friends To Our Web Site!" Another example, "Get Free E-book Cover Software Valued At (\$) When You Refer 3 People To Our Web Site Who Buy!"

7 Tell your visitors the reason why you're having a sale so they don't think your products are cheap. It could be a holiday/seasonal sale or clearance sale. For example, you could say, "Get 50% Off All Our Products! We Are Making Room For Our New Product Line!" Another example, "Get \$10 Off Any Pair Of Pants Only Through This Holiday Weekend!"

8 Stay away from overloading your web site with high tech gadgets. They can create a slow loading web page and distract people away from your offer. For example, wouldn't you click out of a web site

that took 3 minutes to load? Of course most people would - there are lots of other web sites on the same subject.

9 Cut out words, phrases and paragraphs in your ad copy that aren't selling or supporting your product. This will stop people from getting bored with your ad. You want every word of your ad to persuade the reader to buy.

10 Tell your prospects that you stand behind all your products. People want to know that you back-up any claims you make about your product. For example, "I personally guarantee my product will work or your money back." Another example, "(title) Research Inc. has documented, proven studies our product will..."

### Chapter 3

11 Show your prospects that you are an expert, because authority can persuade people to buy. You could publish an article, write an e-book, etc. For example, you could sign your sales letter, "(your name) Author of the e-book (title)." Another example "(your name) Ph.D."

12 Automate your online business to save extra time for marketing and advertising. You could use auto-responders, time saving software, etc. For example,

you could say, "E-mail our autoresponder to get our FAQs." Another example, you could buy an e-mail list software to automatically delete unsubscribers and people who accidentally subscribe twice to your list with the same e-mail address.

13 Host a free hall of fame or museum on your web site. It should be related to your target audience. It should attract people just like offline ones do. For example, if your target audience is music buffs, you could create a gallery of old, rare album covers. Another example, if your target audience is baseball card collectors, you could create a online museum of old baseball cards.

14 Write your ideas on paper; both good and bad ones. Don't get an idea and take the risk of forgetting it; it could be your future income or success. For example, you may have a whole list of ideas and you could take two or three of them and create a new product or service to sell.

15 Design your ad copy to target your visitors' goals, dreams and desires. Allow your product to attract their emotional and physical needs. For example, if your target audience is fantasy football fans, your product could inform them of good players to draft and strategies how to win. You could say "How To Easily Win Your Fantasy Football League." Their emotional needs are to win and beat the other players.

## Chapter 4

16 Create a small treasure hunt. Allow people to get a discount on a product you sell if they find a certain object or graphic somewhere on your site. For example, you could say "Find any misspelled word in my ad copy and you will win a business e-book!" Another example, "Find a hidden link on my web site and win a never-before-released top secret report!"

17 Have visitors sign up to receive promotional merchandise at no cost. It can be hats, cups, bumper stickers or anything with your web site printed on it. For example, you could give a bumper sticker with your web site address if they sign up to your e-zine or mailing list. Another example would be to sign up to get an electronic promotional item like a message board for their web site.

18 Increase your traffic by creating other web sites that relate to the latest new fad. You just advertise your main web site on your fad web sites. For example, if green watches become popular, create an informational web site about them and submit it to the search engines.

19 Load your site with a wide variety of content. Your site will become known as an area of regular reference for many of your visitors. For example,



you could get free articles from article directories or find lists on your topic and publish them on your web site.

20 Interview famous people who your visitors want to know more about. Publish the interview in article or audio format on your web site. For example, if your target audience is business owners, you could interview other business owners, business experts, opportunity seekers, web marketers, affiliate program owners, business authors, etc.

## Chapter 5

21 Tell people the purpose of your web site. When they visit a web site and have to figure out what it's about, they may get frustrated and leave immediately. For example, you could tell them right in the title, "Welcome To Larry Dotson's Web Business Center." You could also publish a sub-title or description right below it like, "Learn the secrets to selling online!"

22 People want to make more money. They may want to start their own business, get a higher paying job or invest in the stock market. This will make them feel successful. For example, on your web site you could start an affiliate program for your product so they could make money selling it.

23 People want to save money. They may want to

invest for the future or save for a big purchase. This will make them feel more secure. For example, on your web site you could publish articles on how to save or invest money. Another example would be to give them free money-management software.

24 People want to save time. They may want to work less and spend time enjoying life's pleasures. This will make them feel more relaxed. For example, you could install a time-saving navigation bar on your web site. This will save them time when they are browsing or searching through your web site.

25 People want to look better. They may want to lose weight, tone their body, or improve their facial features. This will make them feel more attractive. For example, you could give away a free e-book on losing weight. It really doesn't matter who your target audience is - they are all human.

## Chapter 6

26 People want to learn something new. They may want to learn how to change their car oil or build a deck. This will make them feel more intelligent. For example, you could publish a lot of how-to articles on your web site. They need to be about things your target audience wants to learn though.

27 People want to live longer. They may want to

get in shape, eat better or gain extra energy. This will make them feel healthier. For example, you could publish some exercise and nutrition strategies and checklists on your web site. It really doesn't matter who your target audience is as most people want to improve their lifestyle.

28 People want to be comfortable. They may want to relieve aches and pains or want to sleep in a more comfortable bed. This will make them feel rested. For example, you could give away a free report on how to naturally relieve aches and pains for certain parts of the body. Another example would be to have a message board where people could chat about those subjects.

29 People want to be loved. They may not want to be lonely any more or they might want to start dating again. This will make them feel wanted. For example, you could provide some singles, dating and relationship chat rooms on your web site. People will be able to meet new people or find out how to improve their current relationship.

30 People want to be popular. They may want to be a famous celebrity or be more popular in school. This will make them feel praised and admired. For example, you could allow people to submit articles or comments to your web site that you would publish for the world to see. You could also publish profiles or interviews with your web site visitors.

# **Rarely-Used Success Models**

by Larry Dotson

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## Chapter 1

1 Remember newsgroups are still pretty popular. You could post your ad in ones that allow it or you can leave messages with your sig file included. One of the fastest ways to get your message noticed in a newsgroup is to ask a question. For example, "How do I..." or "Where do I...?" People have been raised their whole lives to answer questions.

2 Spend money on targeted advertising instead of mass media advertising. You don't want to waste your ad dollars on people who aren't interested. For example, you don't want to buy a business opportunity ad in a football magazine unless it is related to sports. If you are sending your ad to a

general audience, make sure they have a section for your particular sub-set of that audience.

3 Increase your profits by concentrating on small details. Improving small things like text size, color, or graphics can really make a positive difference. For example, if people can't read small text how are they are going to buy your product? Another example, why would somebody spend time at your web site if your colors are all bright ones and hurt their eyes?

4 Keep your offers flexible. If you offer a set price for your product, you could offer the people who can't afford it an optional payment plan. For example, you could offer a Gold Plan for \$47, a Silver Plan for \$37, a Bronze Plan for \$27 and a free plan to give them a taste of your product or service.

5 Offer your knowledge or consulting as a bonus product. You could offer a free 15- or 30-minute consultation. This will add value to your product. For example, you could say, "Get A FREE 30-Minute Marketing Consultation!" You could also offer it as a freebie to get them interested in buying your product.

## Chapter 2

6 Personalize all your e-mail messages so they get read. Include the recipient's name in the subject line. This will grab people's attention quickly. For example, wouldn't "(your name), Learn How To..." get your attention more than just "Learn How To..."? I figured you would say that.

7 Keep your web site consistent. You don't want things on your web site that are unrelated to your theme. For example, if you went to a web site and one page was blue and the next page was pink, then the next page was green, wouldn't you think very hard before purchasing their product? It would look very unprofessional to you.

8 Attract more subscribers to your free e-zine by giving them free bonuses like e-books, software, online services and other incentives. For example, you could say, "Get A Free E-book For Subscribing To Our Award Winning Marketing E-zine!" Another example, "Receive A Free Ad In Our E-zine When You Subscribe!"

9 Sell advertising space in your e-zine and on your web site. This will create an extra income stream for your business. For example, if you publish an e-zine, you could sell classified ads, top sponsor ads and solo ads. You could also sell advertising on your "Thank You for Subscribing" page or e-mail.

10 Make your web site ready for the public. Have

an "About Us" page and clear descriptions of what actions you want your visitors to take. For example, you could say "My name is (your name). I started this candy business back in 1975 with my brother Jim. In 1999 we brought our business to the web and now we ship our candies to 50 countries around the world."

### Chapter 3

11 Don't just start advertising everywhere - plan out your marketing. Locate places and publications that your target audience would congregate around. For example, if your target audience is gardeners, you could search for gardening e-zines, web sites, experts, message boards, chat rooms, web rings, etc.

12 Make copies of your web site in many different languages. This'll allow foreign speaking people to read your web site and advertisements. For example, if one of your visitors couldn't read English, would they buy from you? It would be very unlikely. You could just have all the languages of your web site listed on your home page so they could click on the one they could read.

13 Give your customers a surprise bonus for buying. When you give customers more than they expect, there is a good chance they will buy from you again. For example, "Here is a surprise bonus! It's a Free



Report On How To..." Another example, you could give them a surprise before they order, like a lower price when they get to your order page.

14 Send greeting cards offline or online to customers on holidays. You'll get the chance to increase your orders by including your ad inside the card. For example, you could say, "Happy Thanksgiving! To make your holiday even more special, we are offering you a 40% discount on any product listed at our web site. Just visit [http://www.\(yoursite\).com](http://www.(yoursite).com)".

15 Market your products or services to your target audience. For example, don't try to sell a football in a cooking magazine. If you really wanted to be creative though, you could sell a football in a cooking magazine. Just offer a free recipe book with each purchase. The person would think, "I get the book and I will give the football to my son or husband."

## Chapter 4

16 Give people the option of buying other products or add-on products when they decide to buy your main product or service at the point of sale. For example, if you were selling a TV, you could offer a VCR at half off its regular price. Another idea would be to offer a second TV for discount.

17 Think of new ways to attract people to buy your products or services. You could add on extra free bonuses, delivery options, payments options, etc. For example, you could say, "You can pay for our product in 3 easy payments of \$19.95!" Another example, "We won't bill your credit card for a full 60 days!"

18 Give other businesses the option of selling your product. It could be a simple joint venture deal or an affiliate/associate program. For example, you could say, "Join our affiliate program and make 50% commission on each sale!" Another example, "Sell this product for us and we will drop ship it directly to your customer!"

19 Follow-up regularly with all your prospects and current customers. When people see your ad more than once they are more likely to buy. For example, in your e-zine you could have an article that mentions your product. Another example, you could e-mail them a special one-day sale you're having for your product.

20 Learn sales ideas from reading and studying other businesses' advertising and marketing material. It could be ads, brochures, TV ads, sales letters, etc. For example, if you see an attention-getting headline, rewrite it but don't copy it for your own product. Another example, if you seen an ad with a persuasive 'before' and 'after' picture, maybe you could do that for your own product.

## Chapter 5

21 Enter to win awards for your web site. When you display the award graphics on your web site, it will increase your credibility and professionalism. For example, wouldn't you rather buy from someone if it's proven by a third party award web site that they are professional?

22 You could offer your potential customers a free sample of your product. If the sample proves what you claim, there is a high chance they will buy it. For example, if you are selling an e-book, give your prospects a free excerpt or sample chapter. Another example, if you are selling a print magazine, give them some online examples of your content.

23 You could give your potential customers a free trial of your product or service. Tell them you won't bill them for 30 days. This takes all the risk away from them making the choice to buy your product. For example, if you had the choice of purchasing from a business that made you pay upfront or down the road, which one would you choose?

24 You could offer your potential customers a rebate after they buy your product or service. They will feel they are getting a good deal. For example, you could say "Get A \$10 Dollar Rebate When

You Buy..." Another example, you could give them a full rebate because most people won't take the time to send it in anyway, unless your product is really expensive.

25 Tell your prospects that your product lasts longer. People don't like to spend more money purchasing replacement products all the time. For example, you could say, "Our Product Lasts 10 Times Longer Than Our Leading Competition." Another example, "Our Product Is Guaranteed To Last Over 3 Months Or Your Money Back!"

## Chapter 6

26 You could reward your potential customers if they buy a specific number of products. Tell them if they buy 3 or more products, they will get one free. People like to save money and feel they are getting a good bargain. You will increase your profits because they will buy more products than usual.

27 You could reward your potential customers if they spend over a specific dollar amount. Tell them if they spend over \$100, they get a 10% discount. You could also extend the offer over a certain period of time and attract them to revisit your web site. For example, you could say, "Buy Over \$50 Worth Of Merchandise Within The Next Month And Get A 20% Discount!"

28. Tell your prospects that your product achieves results faster. People are becoming more and more impatient and want results fast. For example, your headline could be something like "How To...In Five Minutes Or Less!" Another example, "Learn To...In 30 Days Flat Or Your Money Back!"

29 You could hold a "Buy One, Get One Free" sale for your potential customers. Tell them if they buy one product, they get another product for free valued at the same price. For example, "Buy one of our \$19 business books and pick another book for free at the same price or less!"

30 You could hold a special \$1 sale for your potential customers. They'll come to your web site to buy your product for only a dollar, but may buy other products. For example, you could sell an e-book for one dollar and have ads near it for other e-books you sell for, say, \$27.

## **Little-Known Net Business Advice**

by Larry Dotson

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## Chapter 1

1 You could offer your potential customers a bonus coupon when they buy one of your products. It could be a coupon for another product you sell. For example, you could say, "Free Bonus! A 30% Off Coupon For Our New E-book! How To..."  
Another example, "Free Bonus! My Good Friend (their name) Is Allowing Me To Give A Free 40% Off Coupon For His New Product (product name)!"

2 Create a memorable logo and slogan to brand your business on the Internet. When people see your slogan or logo it will remind them of your business. For example, how many times have you heard a product name and thought of their slogan? How many times have you seen a logo and it made you think of a business or product.

3 Multiply your marketing all over the Internet by creating free bonuses for other businesses' products. You just include your ad somewhere on the bonus. For example, if your target audience is network marketers, you create bonuses for MLM companies.

4 Offer to buy advertising space inside electronic

products like e-books, software, subscription sites, etc. It will be cheaper than running any kind of print ads. For example, if you're selling to entrepreneurs, you would want to buy advertising space in business-related e-books, reports and subscription web sites.

5 Increase your sales by adjusting your product or service to attract other target audiences. This may mean redesigning or adding to it. For example, if you're selling an e-book about how to increase your online sales, you could rewrite parts of it so that it'd also apply to offline businesses.

## Chapter 2

6 Test the prices of your product or service. You may increase the perceived value by raising your price while a lower price may decrease your sales. One effective way to see which price to charge would be to take one of your products and auction it off at an online auction. This final bid would be close to the price you need to sell it at.

7 Use your product's features to support all of your benefits. Just because benefits are more important, don't forget to list the features. For example, you could say, "Our (product) is very easy to carry because of our durable plastic cover."

8 Market yourself or your business as an expert.



Most people have been told throughout their lives to trust and respect the authoritative figures in society. For example, "Our (topic) business has the largest selection in the world!" Another example, "I've read over 200 books on Internet marketing!"

9 Train yourself and your employees to be polite to all your customers, even if they're shouting. Solve their problem quickly and it may even turn into a sale. For example, you could have posters hanging in the workplace. reminding staff to be polite, curious and helpful to your customers.

10 Give your visitors a good impression when they first visit your web site. Don't make a banner ad the first thing they see at the top of your home page. For example, if you visited a web site and it had a lot of banners all over it, would you stick around to read their offer?

### Chapter 3

11 Provide a privacy statement and all your contact information on every page of your web site. This'll persuade your visitors and prospects to trust you. For example, if your contact information was only on your home page and they had a question about ordering one of your products on another page, they might just get frustrated and leave your web site.

12 Publish a picture of yourself in your ad. This will show people that you're not hiding behind your web site and you're not afraid to back up your product. For example, it could be a picture of you using the product you're selling. Another example, it could be a picture of you in a smart business suit.

13 List how many famous or respected people have purchased your product in your ad. These people should be fairly well-known by your target audience. For example, you could say "Just look below to see a list all the corporate clients we've helped!" Another example, "We've had many experts buy our product in the past, just take a look:..."

14 Publish the results of any tests your product has passed in your ad. Your product may have passed a durability test, safety test, quality test, etc. For example, you could say, "Our product has passed all safety tests required by law." Another example, "We don't sell any product unless it passes our rigorous durability test first."

15 Publish the results of any positive surveys you've taken from your customers in your ad. Just survey your current customers and list the results. For example, "2557 first-time customers out of 2600 surveyed say they would buy our product again!"

16 List any publications which have written about your business in your ad. It could be a product review, on a top ten list, an article, etc. For example, "(title) magazine says....," "(title) Times say....," "(title) news says....," etc. Another example, "(title) magazine rates our product 10 out of 10!"

17 List any related books that you've written in your ad. When you list a book or books you've written, it gives you credibility because it shows you're an expert. For example, you could say, "I've written over ten books and e-books on marketing and copywriting including the best seller..."

18 Have a professional looking web site to publish your ad on. When people visit your site and it looks unprofessional, they'll relate that to your product. For example, haven't you ever read an ad that made you really want to buy, but the look of the web site turned you off so much that you just walked away?

19 Publish any endorsements from famous people in your ad. Some people will think if a famous person enjoys your product, so will they. For example, you could say, "Just look at what the famous (their name) had to say!" Another example, "Here's what marketing expert (their name) had to say!"

20 Use a money-back guarantee in your ad. This

will remove the risk for your potential customers and show them that you stand behind your product. For example, "If you are not completely satisfied I will give you double your money back!" Another example, "You have no risk with our lifetime money-back guarantee!"

## Chapter 5

21 Provide testimonials from satisfied customers in your ad. The testimonials should include specific and believable results your customers have received. For example, you could say "(their name) from Ohio said..." Another example, "A milkman from Miami, Florida said that..."

22 Tell your prospects that you offer free delivery. This may cost you a bit of money but you will gain the extra customers to make up for it. For example, "Unlike our competition we have free delivery!" Another example, "FREE Shipping! To The First 500 Who Order!"

23 Know exactly what you want your ad copy to accomplish. It could be to qualify prospects, make sales, generate leads, attract web traffic, etc. For example, if you want to increase traffic, offer them something for free. If you want to sell a product, use benefits, limited time offers, bonuses, guarantees, etc.

24 Make a complete list of your product's benefits and features. Begin your ad with the most important benefit either in your headline or first sentence. For example, your headline could say, "Write Joint Venture Proposals In Minutes!" Another example, "Would You Like To Work At Home?"

25 Make your ad benefits as specific as possible. Include exact numbers, percentages, times, colors, smells, sounds, descriptive adjectives, etc. For example, "Five tactics for increasing your profits by over 234%!" Another example, "How to write your own e-book in 9hrs 11mins or less!"

## Chapter 6

26 List all the ways your product is different from your competition's. Include in your ad copy all the differences which make your product better than theirs. For example, you could say, "Our product comes with a 5 year warranty unlike the competition." Another example, "Our competition doesn't offer any bonuses but we offer 5 of them!"

27 Use graphics, pictures and drawings of people actually using your product to solve their problem. Include a picture that also shows the results. For example, use a picture of someone smiling while using your product. Another example, use a picture of someone who chose not to use your product,

showing the problems that weren't solved.

28 Make a list of your target audience. Write down what reasons would attract them to purchase your product. Include those reasons in your ad copy. For example, if my target audience was business owners and affiliate marketers, I would write down things like - make money, increase sales, cut costs, etc.

29 Include any proven facts in your ad copy. They could be customer surveys, scientific tests, product reviews, etc. For example, you could say, "FACT: Our product withstood an elephant walking over it!" Another example, "(business name) Research found that our product reduces stress by 325%."

30 Look for different ways to prove your business and products to your audience. You could collect testimonials, hold surveys, do scientific tests, etc. For example, if you were selling a money-making product, you could use a picture of one of your actual checks.

## **Uncommon Web Sales Tidbits**

by Larry Dotson

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## Chapter 1

1 Tell your prospects that your product has better safety features. People want to feel safe when they use your products. For example, you could say, "Our product has tested safer than any other product in our category." Another example, "Our product comes with a safety lock and switch."

2 Try new business ideas and strategies. Do not be afraid of changing what you're doing. You could try out technology, advertising, marketing, etc. For example, just because you are selling e-books doesn't mean you can't try selling printed books, DVDs, videos, cassettes, software programs, etc.

3 Solve an existing problem for people. There are thousands of problems in the world. Create a product that can provide a solution to one of those problems. For example, you could write an e-book to show people how to market their product on the Internet. Another example, you could advise people on how to get out of debt.



4 Find out what's the current hot trend. You can find out what the new trends are by watching TV, reading magazines and surfing the net. Just create a product that's related to the current hot trend. For example, if the current hot trend is pop-up ads you could write a report on how to create your own pop-up ad.

5 Improve a product that is already on the market. You see products at home, in ads, at stores, etc. Just take a product that's already out there and improve it. For example, if you read an e-book on starting your own web business and you think it could be improved, write your own e-book about that subject.

## Chapter 2

6 Create a new niche for a current product. You can set yourself apart from your competition by creating a niche. Your product could be faster, bigger, smaller, or quicker than your competitor's product. For example, if you sell downloadable software, your niche could be that it downloads faster than your leading competitor's.

7 Add on to an existing product. You could package your current product with other related products. For example, you could package a football with a team jersey and football cards. Another example, you could package flowers with greeting cards, gifts, candy, etc.

8 Reincarnate an older product. Maybe you have a book that's out of print and is no longer being sold. You could change the title, design a new front cover, and bring some of the old content up-to-date. For example, if you wrote a book about starting your own bookstore, you could rewrite it to be about starting your own online bookstore.

9 Ask your current customers. You could contact some of your existing customers by phone or e-mail and ask them what kind of new products they would like to see on the market. For example, a customer may tell you that he would like to see you offer free consulting with each e-book you sell. If one person thinks that, then usually more do too.

10 Combine two or more products together to create a new one. For example, you could take a briefcase and add a thermos compartment inside to keep a drink hot or cold. Another example, you could take an e-book and link it to a related online message board.

### Chapter 3

11 Survey the people who visit your web site. You could post a survey or questionnaire on your web site. Ask visitors what kind of products they would like to see on the market. For example, your visitors might

say they would like to see you sell reprint rights and personal customized links with your e-books.

12 You could create a new market for your existing product. For example, if you're selling plastic bottles to a pop company, you could turn around and sell those bottles to a fruit drink company. For example, if you are selling an e-book about dating tips, you could also sell it at a bulk group rate to online dating web sites.

13 Sell your product at a higher price. This increases the perceived value because people usually associate the higher priced product as being better. For example, if you are selling an e-book for \$19.95 and your current competition sells a similar one for \$27, people might think your competition's product is more valuable and buy it instead.

14 Offer a free trial or sample of your product. This increases the perceived value because people think you're confident in your product, so it must be good. For example, if people just see an ad, they really don't know what you are selling. But if they can test a sample, then they feel more confident in ordering.

15 Include plenty of testimonials in your ad copy. This increases the perceived value because you have actual proof of other people's experiences with your product. For example, you could say, "We have over (no.) web pages full of testimonials!" Another

example, "We don't have room to list all (no.) of our testimonials on this ad, but here are a few."

## Chapter 4

16 Load your ad copy full of benefits. This increases the perceived value because people think they are getting solutions to a number of problems. For example, if you see an ad for a product with a bullet list of 10 benefits, then see another ad for a similar product with a list of 50 benefits for the same price, which one would you buy?

17 Offer an affiliate program with your product. This increases the perceived value because people can also make money with your product. For example, you could say, "Make (\$) per sale selling this product!" Another example, "Make (cents) per visitor you send to our web site!"

18 Give people a strong guarantee. This increases the perceived value because it shows that you stand behind your products. For example, you could say, "If you are not completely satisfied, you will get triple your money back!" Another example, "Even if you ask for a refund, you can still keep our product!"

19 Package your product with a lot of bonuses. This increases the perceived value because people feel they are getting more for their money. For example,

if you see a product with three bonuses and similar one with ten bonuses, would you be more likely to choose the product with three or ten bonuses?

20 Get your product endorsed by a famous person. This increases the perceived value because people think that famous people wouldn't want their name associated with a poor product. Some people may endorse it for free if they really like your product. Others may want to be paid. If you can't afford to pay them you could give them a percentage of the profits.

## Chapter 5

21 Use sub-headlines to break up your ad copy and to capture a skimmer's eye. You could make them even more powerful by highlighting them in color. For example:

How To....

You Can...

Imagine....

22 Use attention grabbing adjectives to describe your product. For example, "Sizzling, incredible, high powered, ultramodern, killer, eye-popping", etc. For example, which sounds more appealing to you "software" or "time-saving software"? Another

example, "membership site" or "top secret membership site"?

23 Have a bumper sticker printed up with your web site address and other business information. Place it on the bumper of your car. People will see it when you're driving. For example, if I was having money problems and I suddenly saw a bumper sticker about getting out of debt, I might go home and visit that web site.

24 Have some T-shirts made with your web site address and other business information. Your family or friends could wear them almost anywhere. Your online business could get a lot of exposure if one of your family members or friends wears your T-shirt to a crowded sports event or amusement park.

25 Have some ball caps made with your web site address and other business information. Wear them to keep the sun out of your eyes and promote your business at the same time. You could also order a large number of them and donate them to a local sports team. People in the stands at each game would see your web site address.

## Chapter 6

26 Have some business cards printed up with your web site address and other business information.

Pass them out to people you meet or who might be interested in your business. You could also turn your business card into bookmarks and donate them to a local library to give away to people who check out books.

27 Have a magnetic sign made with your web site address and other business information. Place it on your car door or roof when you are traveling. You could also perhaps pay a local cab or truck shipping company to place them on their vehicles to get extra exposure.

28 Have some flyers printed out with your web site address and other business information. Keep a few with you to hang on any bulletin boards you might come across. You could also team up with a grocery store and sell them ad space on the flyer. You could just have the clerks place a flyer in each customer's bag.

29 Have some jackets printed with your web site address and other business information. Give them away to family and friends. When it's too cold for T-shirts, you can wear jackets. When your kids wear them to school, other kids may see your web site information and tell their parents about it.

30 Have some duffel bags made with your web site address and other business information. Give them to family and friends as gifts or use them when you

travel. You could also donate some to exercise gyms, school kids, sports teams, etc. This would give you a wide variety of people who would see your ad.

## **Unusual Online Profit Nuggets**

by Larry Dotson

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## Chapter 1

1 Have some pens imprinted with your web site address and other business information. When you have finished filling out your check or signing receipts, leave it for the next person to use or keep. You could also give a number of them to your employees and friends.

2 Have some mugs imprinted with your web site address and other business information. Use them

when you have company or give them away to friends and family as gifts. You could donate some to the local coffee shops and increase your web site exposure.

3 Write your ad copy like you're talking directly to your visitors. Use the words "you", "your", and "you're" a lot in your ad copy. For example, many headlines have "you" in them because it looks and sounds more personal, like "How You Can Lose (no.) Pounds In (no.) Days!"

4 Visit business discussion boards regularly. You could discover helpful advice, online resources, and take the opportunity to give your own two cents worth. Plus you can get free advertising. On most boards you can include a text link to your web site. It doesn't matter if you ask questions, give answers or inform people.

5 Gain free advertising by listing your business info in your chat room profile. Most chat rooms allow this, but check their rules to be sure. For example, if you are in a chat room, some people will read your profile before they chat with you. They may see your short blurb about your business and visit your web site.

## Chapter 2

6 Let people know about your affiliate program. Submit it to numerous affiliate program directories, announce it in your e-zine, put it in your sig file, etc. For example, It's simple. The more people who sign up to your affiliate program, the more online salesmen you'll have promoting your product or service.

7 Tell your visitors exactly what you want them to do at your web site. You may want them to order products, subscribe to your e-zine, etc. For example, use phrases like, "Click Here", "Order Now", and "Subscribe Now", "Buy Before", "Sign Up Here", "Enter Your E-mail Address Here", etc.

8 Focus your site on your visitors' desires, not on yourself. They want to know what's in it for them, not that you won an award for your business. For example, don't make your ad mostly about what you have done, make it about what benefits the reader will get for buying.

9 Try not to get caught up in loading your site up with technological gizmos and gadgets. Concentrate on your words, they will do the actual selling. For example, some of those high tech things make your web page load slower and some people won't want to wait around when there are thousands of web sites similar to yours.

10 Create your own ad copy; don't copy the basic run-of-the-mill ad copy. Don't be afraid of trying

something different to increase your sales. For example, get people's attention by using a wacky or funny picture of yourself. Another example would be to spell your headline backwards.

## Chapter 3

11 Offer a free online service from your web site. Have visitors fill out their contact information to sign up for the free service. For example, if your visitors are webmasters, you could offer a free web site design critique service. Another example would be to offer an online graphic creation service.

12 Ask visitors to sign your guest book. Tell them you will give a free gift in return. When people sign your guest book, they will usually leave helpful advice on how to improve your web site and product. They will sometimes leave compliments which will brighten your day.

13 Offer a free affiliate program for your visitors. They will have to sign up in order to receive marketing material and commissions. You will capture their e-mail addresses and affiliates are easier to sell to because they are already interested in reselling your product.

14 Allow visitors to submit a free classified ad on your web site. Require them to give a valid e-mail

address in order to post an ad. You could also require them to give you a reciprocal classified in return on their web site, in their e-zine, on their autoresponders, etc.

15 Give people who visit your web site a free course sent via autoresponder. Just ask them to fill out their contact information to receive the free course. Also put your ad somewhere on each e-mail lesson sent. They will see your ad a repeated number of times, giving you a higher selling ratio.

## Chapter 4

16 Offer your visitors free software to download. Have them sign up to get an access code to unlock the software. Include your ad in the software if it is possible. If it's not your software, try to get permission from the creator or owner. He or she may agree to get their software to a greater number of people.

17 Offer other web sites free content to post on their web site. Include your link on all of your content. The content should related to your web site because it will be in front of your target audience. You could include your link in your resource box or subtly mention it in your article.

18 When you visit a web site you've enjoyed a lot,

write a review for the site. Write about the benefits you gained from it. Tell them they can publish it on their web site if they link to yours. If you can, try to capture people's e-mail addresses by offering a free e-zine or autoresponder course below the review.

19 Allow other people to publish your e-zine on their web site. Include your web site's ad and link in each issue you publish. This may also help you increase the number of people who subscribe to your e-zine. You could also allow people to use your full issue for their own e-zine as long as they include your links.

20 Market your web site as a free web book. Design your web site with a title page, table of contents, chapters, etc. Just allow other people to give away the web book by linking to your web site. You will be getting traffic and people will be giving away a free web book to their visitors.

## Chapter 5

21 Give your visitors an instant article directory. Tell your visitors they can instantly add a free article directory to their web site by linking to yours. Just place your ad or banner ad on top of the article directory for your main web site. You could also have your own article in a prime position for republishing.

22 Allow other web sites to use your discussion board for their web site visitors. Just have them link directly to the discussion board. Include your web site's ad or banner ad at the top of the discussion board. You could also post to it regularly to get increased exposure.

23 Start a Members Only web site. Tell visitors what's in your Members Only site and what it costs to gain access. Offer them a free membership if, in exchange, they link to your web site. This will be a real bargain for them instead of paying to get access to your Members Only web site.

24 Offer your visitors a free sign up to your affiliate program. Pay them commission to sell your products or services. Just give them an affiliate link to track their sales. People will link to your web site to make extra money. You could offer monthly contests and bonuses for your affiliates too.

25 Create your own award site for other web sites. Give the winners a graphic or text link to place on their web site when they win. This will link your web site to theirs and draw more traffic to your web site. You could give out awards every day. Each award you give out is a link back to your web site.

26 Are you an expert on a particular subject? Offer people free consulting via e-mail if, in exchange, they link to your site. People will consider this to be of huge value because consulting fees can be very expensive. For example, you could say, "Get A FREE 30-Minute Consultation For Linking To Our Web Site For One Month!"

27 When you purchase a product and it exceeds your expectations, e-mail a testimonial to the company. Make sure your statement is detailed. Give them permission to publish it on their web site if they link to your site. For example, under your testimonial you could sign it "(your name) Author of (your book) Visit (your site)."

28 Create a directory of web sites on a specific topic. Give people the option of adding the directory to their web site by linking to it. Put your business ad at the top of the directory's home page. For example, you could say, "Add This Directory To Your Own Web Site!"

29 Exchange content with other web sites. You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content. You could also trade content with other e-zine publishers, autoresponder publishers, e-book publishers, report publishers, etc.



30 Allow people to download software at no charge from your web site, if they link to your web site. The software could be freeware, shareware or demos. You could set up joint venture deals with software creators. You could also allow other people to give the software away with your ad in it.

## **Groundbreaking Net Cash Builders**

by Larry Dotson

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## Chapter 1

1 Offer your e-book as a free bonus for buying one of your main products or services. People will buy the product or service more often when you offer a free bonus. For example, you could say, "Get a free e-book when you order our (product) before (the date)!"

2 Allow people to download your e-book for free if they give the e-mail addresses of 3 to 5 friends or associates who would be interested in your e-book. This will quickly build your e-mail list. For example, you could say, "Download Our E-book At No Cost If, In Exchange, You Refer 3 Of Your Friends To Our Web Site By E-mail."

3 Create a directory of web sites in e-book form. List people's web sites in the directory that will agree to advertise the e-book on their web site or e-zine. This will give them an incentive to give away or advertise your e-book. For example, you could say, "Get A Free Ad In Our Free E-book In Exchange For Linking to Our Web Site!"

4 Allow other people to give away your free e-book. This will increase the number of people who will see your ad in the e-book. You could also include a mini catalog of all your products or services that you offer in the e-book. You could include your own products or associate program's products in the e-book.

5 Gain new leads by having people sign up and give you their contact information before they can download your e-book. This is a very effective way to conduct market research. For example, you could get their first and last name, e-mail address, web site address, mailing address, etc.

## Chapter 2

6 Make money selling advertising space in your e-book. You could charge for full page color ads, classified ads or banners ads. You could also trade advertising space in your e-book for other forms of advertising. For example, you could say, "Promote Your Business In Our Free E-book For Only (\$). It's been downloaded over 5000 times!"

7 Give away the e-book as a gift to your current customers as a way of letting them know you appreciate their business. Place an ad in the e-book for a new back-end product you're offering. For example, you could say, "We Are Giving You This E-book As A Way To Say Thanks For Being One Of Our Most Loyal Customers."

8 Get free advertising by submitting your e-book to freebie and freeware/shareware web sites. This will increase the number of people who will download your e-book and see your ad. Those web sites already attract a lot of people that are on the lookout for quality free items.

9 Make money by selling the reprint rights to those who would like to sell the e-book. You could also make even more money by selling the master reprint rights. This would allow other people to sell the reprint rights. You could also include your ads in the e-books. Every time someone reads it or sells

one, you'll get exposure.

10 Hold a contest on your web site so people can win your e-book. You'll get free advertising by submitting your contest ad to free contest or sweepstake directories. You could also offer the reprint or master reprint rights as a price so your e-book spreads all over the Internet with your ad in it.

### Chapter 3

11 You will gain valuable referrals from people telling others about your e-book. Word-of-mouth advertising can be very effective. For example, how many times have you bought something because one of your friends or family members recommended that you buy it?

12 Make money cross-promoting your e-book with other people's products or services. This technique will double your marketing effort without spending more time and money on your part. For example, you could package your business e-book with a search engine submission service.

13 Increase your e-zine subscribers by giving away your e-book to people who subscribe to your e-zine. This will give people an incentive to subscribe. Allow your e-zine subscribers to also give it away to multiply your subscribers. For example, "Get Our

## Free Marketing E-book When You Subscribe Now!"

14 Give away the e-book to people who join your affiliate program. This will increase the number of people that sign up. You could also create an e-book for them to use that will help them promote your product or service. For example, you could customize it so that each affiliate can have their affiliate link inside the e-book.

15 You can get ad copy ideas by studying similar products' advertising material. Collect their sales letters, classified ads, web ads, e-mail ads, etc. For example, if you have seen a good idea for a guarantee, you could add some of your own ideas to it and adapt it to your ad. But don't just copy it, of course.

## Chapter 4

16 Offer a free e-book that contains a couple of sample chapters. If they like it, give them the option of ordering the full version. It would work just like a software demo or shareware. For example, how many times have you had a sample of something you enjoy and later on ended up buying it?

17 You could tell them what the freebie is worth with a dollar amount. For example, "Subscribe to my free e-zine! A \$199 value!" Another example,

"You'll get \$1245.95 of bonuses!" You could also remind them that the value of the bonuses make up the cost of the product they're buying.

18 You could add other freebies to your freebie that will increase the value. For example, "Subscribe to my free e-zine and get free access to our "Subscribers Only" private web site!" Another example, "Download our free business e-book and get a free report valued at \$47!"

19 You could tell them the freebie is only available for a limited time. For example, "Download our free e-book, this free offer will only be available until May 30, 2000." Another example, "Subscribe to our free e-zine before midnight tonight and get free access to our Members Only web site."

20 Test your ads by using autoresponders. You can have people e-mail your autoresponders to get more information and you just check your traffic reports. For example, you could publish your advertising copy and tell them your product will be released on a certain date. You then could have them e-mail an autoresponder to be reminded when it's released.

## Chapter 5

21 Create credibility and trust with your visitors by

telling them something they already know. They'll know for sure you're not lying to them. For example, you could say, "I know you're really looking for a good bargain." Another example, "I know you don't want to pay a lot for Internet access."

22 Make residual income from your customers by selling back-end products. If you don't have any, you could sign up to related affiliate programs. For example, you could say "Thanks for ordering our product. If you would like to learn more about web marketing, I highly recommend (affiliate product)!"

23 Use a redirect page to boost your sales. People think the long affiliate URLs look unprofessional in e-mails, so you could redirect them to a web link. For example, if you sign up to an affiliate program and it has a really long URL, you could use a redirect page to shorten it in your ad. It would take your customer to the redirect page and then send them to the target web site.

24 Create an extra income from your web site by charging for consulting. The consulting should be related to your web site's theme. For example, you could give free 15-minute consultations as a sample. You could do them by phone or in a chat room. If people like it they will pay your hourly fee for more advice.

25 Most people like surprises because it's a change



of pace from their routine. Tell your prospects that they'll get a surprise free bonus for ordering. It will be a mystery for them. Some will order just to find out what the surprise bonus is. It makes them really curious.

## Chapter 6

26 Most people want life to be easier. Give your prospects easy ordering instructions, easy product instructions, etc. For example, you could say, "Our product comes with step-by-step, easy ordering instructions!" Another example, "Our web site offers 5 easy ways to order!"

27 Most people want to feel secure and safe. Tell your prospects that you have secure ordering and a privacy policy. For example, you could say, "We want you to feel safe and secure. That's why we offer you the most secure online ordering system."

28 Most people want to receive compliments for their achievements. Give your prospects plenty of compliments for considering your product. For example, "You are a very intelligent person for waiting to learn more about e-book marketing."

29 Most people are curious about things that could affect their current lifestyle. You could use words like "Secret" or "Confidential" in your ad. For

example, you could say "If you order before June 24, 2002, you will also get a Secret Mystery Gift valued at \$200!"

30 Most people want to invest in their future. Tell your prospects to "invest in your product" instead of "buy our product". For example, you could say "It will be the smartest investment you've ever made!" Another example, "This will be your most profitable investment of 2002!"

## **Hypnotic Internet Selling Suggestions**

by Larry Dotson

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## Chapter 1

1 Publish your web site in e-book format. Put the e-book on a disk or CD-ROM then include it with your direct mail packages. This can increase the number of people who buy your product or service. For example, would people open up your

direct mail envelopes right away if they feel a disk or CD-ROM in them?

2 Most people want the latest and newest things in life. Use words and phrases in your ad copy like "New", "Just Released", etc. For example, you could say, "Just Released: A New Healthy System For Losing 10 Pounds In 1 Week!" Another example, "Breaking News! Scientists Have Discovered A Revolutionary Way To Eliminate Stress!"

3 Most people want to solve their problems. Tell your prospects what problems they have and how your product can solve them. For example, you could say, "Aren't you tired of being in debt? Aren't you tired of struggling pay check to pay check? Well now you don't have too. Our product will end your debt problems forever..."

4 Most people want to make the people around them happy. Tell your prospects how happy their friends or family will be if they buy your product. For example, you could say, "Order before June 23, 2002, and get a second one for a friend. Just imagine how happy your friend will be when you give them this incredible product."

5 Most people want to get over obstacles so that they can achieve their goals. Tell your prospects which goals they'll achieve by ordering your product. For example, you could say, "Just imagine getting

back into your prom dress or going out in public without being stared at."

## Chapter 2

6 Most people want to win over others. Tell your prospects how their family or friends will admire them if they buy your product. For example, you could say, "Imagine how much your girlfriend will love you when you buy her this stunning diamond engagement ring!"

7 Most people want to associate with others who have the same interests. Give your prospects a free membership to a private chat room just for them. For example, you could also attract traffic to your web site by providing a free message board or chat room.

8 Most people want a clean environment. Tell your prospects that you'll donate a percentage of your profits to help clean up the environment. For example, you could say, "I will donate \$1 from every product I sell to help clean up the environment."

9 Most people want to eat good food. Give your customers free coupons to a nice restaurant when they purchase your product. You could contact a highly recommended restaurant and ask them if they would like their ad on your web site in ex-

change for providing you with coupons to their restaurant.

10 Most people need or want new information to absorb. Give your customers a free e-book or tip sheet when they purchase your product. For example, you could say, "When you buy 2 or more products at the regular price, I'll send you an e-book with 1000 recipes for apples."

### Chapter 3

11 Team up with eight to ten other sites to promote the same web site. Just include everyone's products on the web site you are all promoting. You can also do this with free e-books too. Get others to promote the free e-book in exchange for an ad in it.

12 Give free e-mail consultations to your customers. When you e-mail them back your advice, include a small ad for a back-end product you're selling. For example, "If you would like to learn more detailed information about publishing an e-zine, I highly recommend visiting [http://www.\(your web or affiliate site\).com](http://www.(your web or affiliate site).com)".

13 Encourage your customers or visitors to e-mail you questions about your product or web site. Just include your sig file with your reply. For example, here is a sig file:

Larry Dotson

Co-author Of The E-book "Hypnotic Selling Tools"

Visit <http://www.hypnoticsellingtools.com>

14 Give out free web space on your server. Many of your visitors may want to publish their own web site. Just require that they publish your banner ad. For example, if you gave away 100 free web pages and got only 1 hit a week off each one, that would be an extra 5200 visitors a year!

15 Design web sites for other businesses for free. Just require them to publish your banner or text ad somewhere on their home page. For example, you could create web page templates and graphics for them. Other people will see your work and want to visit your main web site for more information.

## Chapter 4

16 Make your potential customers forget about the competition. Just tell them to forget with a factual and believable reason why they should. For example, you could say, "You should just forget about doing business with our competition, they don't offer free shipping like we do."

17 Set up a joint venture with your competition if you can't beat them. You could agree to work

together to beat the other competition then share the profits. For example, you could create a product together that you both could promote or you both could share advertising costs to promote your businesses together.

18 Visit chat rooms where your potential customers would gather. You can lurk and do market research or mention your product to people. For example, you may read many of the same posts about wanting to learn more about e-book marketing. So, right there would be a good product idea.

19 Make your web site “sticky” by building a large directory of web sites your visitors would enjoy. It saves them precious time searching for them. For example, if your target audience is interested in online greeting cards, create a web site directory full of links to similar sites.

20 Start a free-to-join business association from your web site. Just ask all members to place your association logo and link on their web site. For example, if you had 1000 members, that would be 1000 people indirectly promoting your web site without paying them affiliate commissions.

## Chapter 5

21 Make extra revenue by selling advertising space



on your web site, in your e-zine, in your free e-books, on your classified ad site, etc. For example, you could have a list of all the spaces your visitors could advertise and the price of each space.

22 Switch your marketing plan when your market dies for your product. Be flexible and redesign your product for a different market. For example, if your e-book is about starting an accounting business, you could rewrite it for a gardening business.

23 Make your web site worth revisiting. Give your visitors original content, free e-books, information web site links, free useful software, etc. For example, if thousands of other web sites are promoting the same free e-book and that's what you're promoting too, people are likely to have already downloaded it and won't visit your web site.

24 Build your opt-in e-mail list using an FFA (free-for-all links page). People can submit links to your links page and you can send them a thank you e-mail. For example, you could say, "Thanks for placing a link on my web site. I would also like to tell you about a new product we just released..."

25 Reward your customers for giving you product feedback. It could be discounted products, useful software, information products, etc. For example, you could say, "Anyone who gives us helpful feedback on how to improve our product will get a free

business e-book."

## Chapter 6

26 E-mail each visitor a satisfaction questionnaire after they purchase. This will allow you to improve your order system, customer service, site, etc. For example, you could say, "Thank you for ordering. So we can improve our business in the future for you, can you please take a few minutes to fill out this satisfaction questionnaire?"

27 Give a percentage of your profits to a cause your customers would like. It could be a charity, school, environmental improvements, etc. For example, you could say, "Our business will donate \$2.50 from each product sold to the local library to help teach kids how to read."

28 Take harsh criticism the right way and improve your online business. Don't get down in the dumps, improve the situation so it doesn't happen again. For example, if someone e-mails and says, "I think your product stinks because your instructions are impossible to understand!", you should find a way to make the instructions clearer.

29 Try bartering before you buy services, supplies and equipment for your business. You can use the extra money you save on advertising your business.

For example, you could trade advertising instead of paying for it. You could use the extra money you save to upgrade your web site, product or customer service.

30 Give away a follow-up e-mail course on an autoresponder. Include your ad with each lesson. People will buy quicker when they see your ad repeatedly. For example, how many times have you bought something because you have seen the ad on TV over a period of a few of weeks?

## **Hidden Internet Revenue Resources**

by Larry Dotson

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## Chapter 1

1 When you make your first sale, follow-up with the customer. You could follow-up with a "thank you" e-mail and include an advertisement for other

products you sell. You could follow-up every few months. For example, you could attach or link to an e-book catalog on all the product you sell or resell.

2 You could upsell to your customers. When they're at your order page, tell them about a few extra related products you have for sale. They could just add it to their original order. For example, you could say, "Our new e-book would make a nice edition to the report. Just click here to add it to your order. It's only \$15 more."

3 Tell your customers if they refer four customers to your web site, they will receive a full rebate of their purchase price. This will turn one sale into three sales. You could also offer them other things in return for referrals like free e-books, free software, coupons, discounts, etc.

4 When you sell a product, give your customers the option of joining an affiliate program so they can make commissions selling your product. This will multiply the sale you just made. For example, just imagine how many sales you could have with 1000 affiliates selling for you. It could eliminate ever buying any paid advertising again!

5 Sell the reprint/reproduction rights to your products. You could include an ad on or with the product for other products you sell. You could make sales for

the reproduction rights and sales on the back-end product. For example, if you sell the reprint rights to your e-book it would spread because others would buy it and see your ad.

## Chapter 2

6 You could cross-promote your product with other businesses' products in a package deal. You could also include an ad or flyer for other products you sell and have other businesses selling for you. You would just be trading insert ads.

7 When you ship out or deliver your product, include a coupon for other related products you sell in the package. This will attract them to buy more products from you. For example, haven't you ever bought a product and saw an ad or flyer inside the package that made you want to buy another product?

8 Send your customers a catalog of add-on products for the original product they purchased. This could be upgrades, special services, attachments, etc. If they like your product, they will buy the extra add-ons. For example, if you were selling computers, you could offer software, extended warranties, printer paper, etc.

9 Sell gift certificates for your products. You'll make sales from the purchase of the gift certificate when

the recipient cashes it in. They could also buy other items from your web site. For example, it seems that a lot of people nowadays like to buy gift certificates for holidays and birthdays because they never know what to get the person.

10 Send your customers free products with their product package. The freebies should have your ad printed on them. They could be bumper stickers, ball caps, T-shirts, etc. This will allow other people to see your ad and order. The freebies could also be trials and samples of other products and services you sell.

### Chapter 3

11 Find a strategic business partner. Look for someone who has the same objective as you. You can trade leads, share marketing information, sell package deals, etc. You can find them in search engines, e-zines, message boards, newspapers, yellow pages, magazines and offline gatherings.

12 Brand your name and business. You can easily do this by just writing articles and submitting them to e-zines or web sites for republishing. You can also write free e-books, reports, books, print magazine articles, autoresponder courses, mini sites, etc.

13 Start an auction on your web site. The type of auction could be related to the theme of your site. You'll draw traffic from auctioneers and bidders. You could sell your products at the auction or you could display your product ads around the auction area.

14 Remember to take a little time out of your day or week to brainstorm. New ideas are usually the difference between success and failure. Just get rid of all your interruptions, sit back and relax. Try to imagine new products you could create or marketing campaigns you could try.

15 Model other successful businesses or people. I'm not saying copy them outright, but practice some of the same habits that have helped them succeed. For example, if you see a successful business person always eating healthy foods, you should try to do the same thing.

## Chapter 4

16 Take risks to improve your business. Sometimes businesses don't want to advertise unless it's free, sometimes you have to spend money to get results. Just be smart, test and know your risks before you fully take them. Make sure that you can cope and handle the consequences.



17 Include emotional words in your advertisements. Use ones like love, security, relief, freedom, happy, satisfaction, fun, etc. For example, you could say in your ad, "Imagine meeting the love of your life and feeling the pleasure of happiness. You'll have the security of knowing you won't be alone any more."

18 Ask people online to review your web site. You can use the comments you get to improve your web site or you may turn the reviewer into a customer. Just get the reviewer's permission to publish his or her comments. For example, the reviewer may say, "This is the most informative web site I've ever seen."

19 Outsource part of your workload. You'll save on most employee costs. You could outsource your secretarial work, accounting, marketing, etc. For example, if you would like to have more time to to promote your business, you could outsource your bookkeeping and accounting.

20 Combine a product and service together in a package deal. It could increase your sales. If you're selling a book, offer an hour of consulting with it. Other benefits would be having another business promoting the product as well. You will be spending less on marketing and you'll create a profitable relationship.

21 Create a free e-book directory on a specific topic at your web site. People will visit your web site to read the free e-books and may see your product ad. You could also give away your own e-books with your ad included. You can just have people submit their e-books to your directory via e-mail or web site form.

22 Turn part of your web site into a Members Only web site. Instead of charging for access, use it as a free bonus for one of your products. If you want to charge access, give them a little free information and include links on your web site that take them to an order page to get the rest of the information.

23 Add a free classified ad section to your web site. You could then trade banner ads with other web sites that have free classified ad sections. You could also send a 'thank you' e-mail to people who submit their classified ad to your web site. Just include a brief ad or signature file about the product you're selling.

24 Create two versions of your e-zine so people can choose if they want ads included with it or not. This'll attract the people who hate ads to subscribe. You could also charge a subscription fee to the e-zine without ads. This will make up for the lost advertising revenue.

25 Publish your e-zine only on your web site. Have people subscribe to a "new issue" e-mail reminder. This could really increase your traffic and sales. Of course, you could also send your e-zine in HTML format but some people don't like it or can't read it. You could show pictures of your products in your e-zine.

## Chapter 6

26 Sell advertising space in your product package. You could sell inserts, flyers, brochures, booklets, and digital ads for electronic products. For example, if you sell an e-book, you could sell advertising space above each page, beginning of each chapter or on the title page.

27 Offer daily or weekly visitor bonuses. This will increase your repeat traffic and sales because your visitors will visit regularly to get the visitor bonuses. For example, you could say, "Every week I will be giving away a new e-book to my web site visitors. Sign up to be reminded when it's ready each week."

28 Allow people to download software or e-books from your web site at no cost. Just ask your visitors if they'll refer their friends to your web site in return. For example, you could require people to refer 3 people via e-mail before they actually download your free e-book.

29 Build up the number of people who join your free affiliate program quickly by temporarily offering your product for free to the people who sign up. You could always end it after you have a 1000 or so affiliates. Those 1000 affiliates should refer enough people to make up for your loss.

30 Negotiate with e-zine publishers to get free or discounted ads by letting them join your affiliate program and earn commissions on the ad you run. You could also offer them other incentives like a free product, a reciprocal e-zine ad, a membership to a business club, etc.

## **Covert Product Selling Principles**

by Larry Dotson

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## Chapter 1

1 Multiply your marketing and advertising efforts

on the Internet. You can accomplish this by starting an affiliate program, using viral marketing or both. For example, you could start an affiliate program and give your affiliates customized e-books with their own affiliate links to give away.

2 Increase your ratio of visitors who purchase your product(s). You could change your headline, offer a stronger guarantee, add testimonials, etc. For example, one week you could have your headline say, "How To Lose 5 Pounds In Two Days!" and the next week use, "Lose 5 Pounds In Only 48 Hours!" Just see which one pulls more orders per visitors.

3 Find out who are your strongest leads for buying your product by offering a free e-zine. The visitors who are very interested will subscribe to it. Once they have subscribed, you can sell them related products again and again. Just make sure your e-zine has enough original content to keep them interested.

4 Team up with your competition by starting an association for your specific industry. It could lead to a profitable partnership with them. You could give all the members graphic links to place on their home pages. This would increase your membership and business exposure.

5 Publish an e-zine for your employees. This could

motivate them to do a better job or keep them advised on where your business is headed. For example, you could include articles about friendly customer service, being more productive, getting along with other employees, employee profiles, etc.

## Chapter 2

6 Search for your business' name in newsgroups and discussion boards. Some of the comments you find could help you improve your business. For example, you could find someone complaining about your customer service, an employee, your web site design, product, etc. Then you'll know what to improve.

7 Attract people to link to your web site. You could offer them a discount on the products you sell or give them free items for linking. For example, you could say, "Get A Huge 30% Discount On Our E-book If You Agree To Link To Our Web Site For At Least One Month!"

8 Develop your own opt-in email list by giving your visitors a reason to give you their e-mail address. Allow them to sign up to free items and contests. Just get their permission to e-mail them again in the future for other things. For example, you could say, "Sign Up For Your Chance To Win A Color TV!"

9 Create a "PR" web page for your business. List information that could be considered newsworthy for e-zines, newspapers, magazines, etc. There are many ways to get into the media, like launching a unusual product, donating a large amount to charity, holding big events, etc.

10 Give your business and products credibility by linking to web sites that have written positive stories about your business. You could link to them right in your product ad. For example, you could say, "Just See What (name) Magazine Is Saying About Our Newest E-book!"

### Chapter 3

11 Give people a free subscription to your e-zine. Almost everyone is publishing an e-zine nowadays so it's important to give something extra with the free subscription. You could offer a weekly contest for new subscribers. For example, you could say, "Subscribe And Have A Chance To Win Our Latest Home Study Course!"

12 Provide your visitors with free content. Your content will be more attractive to your visitors if it's up-to-date or original. You could also offer people the option to reprint the content in their e-zine or web site. If your content is super original, you could use something like "Never Seen Before" in your titles.



13 Offer a free online directory. The directory could be full of interesting e-books, e-zines, web sites, etc. If people find your directory to be a valuable resource, they will visit it over and over again. You could also put your whole directory into e-book format and allow people to give it away.

14 Give your visitors a free e-book. You could also include your own ad in the e-book and allow other people to give it away. If you don't want to take the time to write one, you could ask other writers' permission to use their articles. They will just want you to publish their resource box too.

15 Hold free online classes or seminars. They could be held in your web site's chat room. The idea of "live" information will definitely entice people to visit your web site. You will become known as an expert on the topic. You could hold them weekly or monthly to get people to revisit your web site again and again.

## Chapter 4

16 Give visitors a free entry into your contest or sweepstake. The prizes should be something of interest or value to your visitors. Most people who enter will continually revisit your web site to get the results. For example, if your target audience is

business owners, your prizes could be computers, business e-books, business services, etc.

17 Let visitors download free software. It could be freeware, shareware, demos, etc. You could even turn part of your site into a free software directory. If you created the software, include your ad inside and let other people give it away. You could also allow people to link to your free software directory so they could offer it to their own visitors.

18 Offer free online services or utilities from your web site. They could be search engine submitting, copywriting, proofreading, etc. The service or utility should be helpful to your target audience. For example, if your target audience is e-book publishers, offer them a free e-book creation service.

19 Give free consulting to people who visit your web site. You could offer your knowledge via e-mail or by telephone. People will consider this to be of huge value because consulting fees can be very expensive. You could also create a product by recording or saving the information you gave them and selling it to them as a handy reference.

20 Give your visitors a free membership to your online club. People want to belong to something, why not your online club? You could also give away a free e-zine for club members only. You could make money by offering a deluxe membership

for a monthly fee.

## Chapter 5

21 Persuade visitors to link to your web site. Give them a freebie in exchange for them linking to your web site. It could be content, software, etc. You could make the freebie even more valuable to them if you allow them to give it away with their own customized links in it.

22 Link to web sites that provide useful information or services for your visitors. If you have many useful links on your site, they may make it their start page. For example, wouldn't you like to go to one web page and have on it all the links you like to visit or research?

23 Spice up your web site's wording by using plenty of adjectives. It gives your visitors a clearer vision of what you're explaining or describing to them. For example, if you were describing a software program you could say, "This easy-to-use software gently guides you through the whole set up process."

24 Don't make your banner ads look like ads. Most people ignore banner ads. Design them to look like content and have people click to read the rest. For example, you could say, "How To Increase Your Sales By 200% by Larry Dotson. To Read Click

Here!"

25 Join affiliate programs that go with the theme of your web site. You'll just be wasting valuable space and time if your visitors aren't interested in them. For example, if your target audience is softball players, you would want to join affiliate programs that sell softball bats, balls, uniforms, magazines, etc.

## Chapter 6

26 Market your web site as a free club instead of a web site. This'll increase your repeat visitors and sales because people enjoy belonging to groups. You could have a members' message board, give visitors' membership IDs, give them membership graphics to place on their web sites, etc.

27 Interact with your online customers on a regular basis. This'll show them you care about them. You could use a chat room, forum or an online message system. Always be interested in what people have to say, answer their questions, give them compliments, and take the time to talk about things other than just business, etc.

28 Check your web site links regularly. If people click on a link and it doesn't work, they usually won't risk wasting their time clicking on another one. For example, would you revisit a web site after two

of the links you really wanted to click on didn't work? You probably wouldn't even bookmark the site.

29 Give visitors a positive experience when they're at your web site. Provide them with original content and free things. They'll tell all of their friends about it. You could also persuade them to tell their friends about it by starting an affiliate program. It could pay per sale, per click or per lead.

30 Share customers with other businesses that have the same target audience. Offer their product to your customers if, in exchange, they do the same for you. For example, if your business is selling toys, you could cross-promote a business that sells kids' games. You both have a similar target audience.

## **Laser-Guided Web Marketing Campaigns**

by Larry Dotson

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## Chapter 1

1 Use a handwritten letter on your ad copy instead of text. Write the ad on a piece of paper, scan it and publish the ad on your web page. Adding a personal touch will always increase your sales. If you don't want to write the whole letter by hand, you could just put your signature at the end.

2 Publish a list of famous and respected customers who have bought from you on your ad copy. People will think that if these people bought from you, they should also trust your business and purchase your products. Make sure to get their permission first. For example, you could say, "Here is a list of some of our most valued customers:..."

3 Show 'before' and 'after' photos for your products on your web page copy. Show the problem picture and then beside it, show the picture of how the problem was resolved when they used your product. This will give your prospects a clearer mental image of the possible benefits of using your product.

4 Include an article or review which has been written about you or your business with your ad copy. This will show people that your business is respected and will increase your credibility. You could include the full review, an excerpt of it or link to the reviewer's web site.

5 When you offer free bonuses in your ad copy, also list the dollar value beside each bonus. People will feel they're getting a good deal and it will increase the value of your product. For example, you could say "Bonus 1# Free Internet Advertising E-book Valued at \$47!"

## Chapter 2

6 Hire a famous person to endorse your product or service. Make sure the person is well-known to your target audience. Include their picture and statements in your ad copy. Using a picture endorsement is more powerful because it shows the endorser likes your product enough to show his or her face.

7 Include your own picture in your ad copy. This will show people that you're not hiding behind your ad copy and will increase their trust. Also, include your contact information below the picture and a brief statement or quote. If you feel adventurous, you could include an online audio sound bite or video clip of yourself.

8 Tell your potential customers in your ad copy that you will donate a percentage of their purchase price to a specific charity. This will show them you really care about people. They may just buy your product so their money will go to the charity. For



example, you could say, "I will donate .75 cents from each order to the (name) Foundation."

9 Ask your potential customers plenty of 'yes' and 'no' questions in your ad copy. The questions should remind them of their problem and make them think about what will happen if they don't purchase your product. For example, you could say, "Do you want to get out of debt?" "Do you want to have financial security?"

10 Tell your potential customers they will receive a free prize if they find the five words in your ad copy that are misspelled or spelled backwards. The longer you can keep someone reading your copy, the greater chance of them purchasing. You could also have them find hidden links, hidden graphics, etc.

### Chapter 3

11 Give your prospects extra incentives so they will order quicker. It could be free shipping, a faster shipping option, free gift-wrapping, etc. For example, you could say, "Free gift-wrapping to the first 1000 people who order." Another example, "Free shipping to anyone who orders before (date)."

12 Make your small business look big on the world wide web. Design your web site using professional

graphics, ordering systems, organized layouts, etc. For example, on the web no one really knows if you're a one-man business or huge corporation, unless you tell them. Just design your web site to look professional.

13 Attract a lot more customers by giving them clear ordering instructions. Give them all the information they need so they can complete their order easily. For example, you could say, "Please fill out all of the order form below. We accept all major credit cards and online checks. Please click the "Order" button only once. You don't want to get double charged."

14 Give your customers buying incentives so they'll make repeat purchases. Offer them discounts, free gifts, bonus points, etc. For example, if you give your customers points every time they buy something, they will start collecting them and buy more things. They will want to save up enough points to get a free product.

15 Tell people about your site whenever you get a chance. Those people will tell other people and so on. It's a cheap way to multiply your advertising. For example, if you're at a grocery store, mention it to people you talk to; the check clerk, the bag boy, etc. Every little bit helps.

16 Write and send press releases for your web site. Use strong headlines, make it newsworthy, and tell the journalist why their readers would like it. You could increase your chances of getting your release read or published by communicating with editors regularly and creating a professional friendship with them.

17 Use a lot of headlines on your web site and e-zine. Some types of headlines are free offers, questions, problem solvers, sales, and statistics. For example, "Free E-book", "Want To Get Out Of Debt?", "Free Article", etc. You could also turn the headlines into graphics to make them look more professional.

18 Design graphics, templates, buttons and banner ads for other sites. Allow people to use them in exchange for your web link on their home page. For example, you could require the users to say on their web site, "These graphics were made possible by (your business name and web site address)."

19 Use time-saving promotional software. You can automate your search engine submissions, posting to online classified sites, etc. You may have to buy them, but you'll make up the money you spend by getting your other business requirements completed faster. Sometimes you can find this type of software for free on the web.

20 Advertise your online business by dressing in clothes that are imprinted with your ad. It could be a T-shirt, ball cap, coat, etc. You would want to especially do this if you are going to a crowded event, like a football game, a county fair, party, dance, a social club, etc.

## Chapter 5

21 Trade links with other web sites. They should be related to the subject of your web site. Instead of trading links, you could also trade banner ads, half page ads, classified ads, etc. If they turn down your trade offer, you could offer them some extra incentives like free things and extra free ad space.

22 Start an e-zine for your web site. When people read each issue they'll be reminded to revisit your web site. They'll see your product ad more than just once, which will increase your orders. You'll need to have at least 50% original content in it so people don't unsubscribe because they read your information in other e-zines.

23 Form an online community. It could be an online message board, e-mail discussion list or chat room. When people get involved in your community, they will regularly return to communicate with others. You could also invite your online community to free "how to" classes hosted in your chat room or by teleconference.

24 Write articles and submit them to e-zines, web sites and magazines that accept article submissions. Include your business information and web address at the end of the article. You could also give the editors extra incentives to publish your article, like freebies, affiliate commissions, offers to publish their article, etc.

25 Give away an electronic freebie with your ad on it. Allow your visitors to give the freebie away as well. This'll increase your ad exposure and attract people to your web site at the same time. You could also use it as a bonus for another product you sell or as a free surprise gift for your most loyal customers.

## Chapter 6

26 Combine your products or services into one big package deal with offerings from other businesses. You could share a web site and advertise the package deal which would mean double the traffic. It could be one or more business. If the business is your competition, you would want to use a neutral product.

27 Submit your freebie to the online directories that list your particular item or service for free. If you're offering a free e-zine, submit it to all the free e-zine

directories on the Internet. There are free e-book directories, web site directories, general freebie directories, free article directories, etc.

28 Participate on message boards. Post answers to other people's questions, ask questions and post appropriate information. Include your signature file at the end of all your postings. Some message boards let you include a text link at the end of your message. Plus you can learn great tips reading all the postings.

29 Exchange classified or sponsor ads with other free e-zine publishers. If there is a huge subscriber difference between e-zines, one can run more ads to make up for it. You could also offer free items or affiliate commissions. Another idea would be to offer them an ad on your web site too.

30 Post your ad on free advertising areas on the Internet. You can post it on free classified ad sites, free for all links sites, newsgroups that allow ads, free yellow page directories, etc. Of course all of those areas have different rules for submissions so you may have to structure your offer differently each time.

## **Unstoppable Net Persuasion Ingredients**

by Larry Dotson

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## Chapter 1

1 Maximize the effectiveness of your banner ads. Don't just use the same ad on every banner, use a variety to attract the greatest number of clicks. If you are hosting banner ads on your web site for affiliate programs you have joined, you could use a banner rotator to give each one equal exposure.

2 Make your web site load much faster by cutting down on banner ads and using more buttons. Button ads are also smaller and take up less space. Also there is nothing wrong with text links. They usually pull in more response than banner ads because people nowadays often ignore banners.

3 Offer free advertising space to well-known and respected companies on your web site. Sometimes people link their business credibility to yours. If you sell advertising this might help too. People will see high profile ads on your web site and want to advertise there too.



4 People have been taught all their lives to respect people in authority. Tell your visitors that you are the president or CEO of your business. For example, you could sign your ad or web site, "(your name) Vice President of (the business)." Another example, "(your name) Author Of The Book (title)."

5 Offer people a free telephone consultation before they order your product. When they get to know you personally, it could convert to more sales. You could also use a chat room or message system on your web site to communicate with them.

## Chapter 2

6 Test the "bill me later option" on your web site. Most people are honest and will pay you. It is a powerful little technique and could increase your sales. You would just have to e-mail them a bill or charge their credit card a few weeks later. You could offer Cash On Delivery (COD) too.

7 Find a charity your target audience would likely support. Tell people in your ad copy that you will give a percentage of the profits to that charity. You could give them a few choices of which charity their percentage of the profits should go. Just let them check the one they want when they order.

8 Hold a "Buy the Most Wins" contest on your web site. Tell people each monthly winner will get their entire purchase refunded. This will get some of your customers to compete to get all their purchases for free.

9 Attract visitors to your web site by offering them a free course. You could package the course on a follow-up autoresponder and send lessons daily. You could offer other autoresponder courses in your first autoresponder course to allow them to see your message even more times. Just include your ad in each lesson.

10 Interview people related to your industry and get their legal permission to convert it to an article. Promote your web site by submitting it to e-zines. You could make it a column and interview someone new every week. If an e-zine elects to run your column regularly that would be free ongoing exposure.

### Chapter 3

11 Make your readers visualize they have already bought your product in your ad. Tell them what results they have got from it and how it makes them feel. They'll already become emotionally attached before they buy. For example, you could say, "Imagine using our product to increase your sales

by 600%!"

12 Turn your ad into an article. It could be a story, or how-to article. This will lead readers into your ad without them knowing it's an ad. They'll already be interested when they get to your sales pitch. For example, you could start your ad, "Once upon a time..." or "Free Report! How to....".

13 Make sure you show your readers that they are getting a bargain. Tell them the usual price you sell your product for is \$99. Then tell them if they order today, they can buy it for \$69.95. You could also show them the difference they would be saving - \$29.05.

14 Direct your ad headline to your target audience. Your readers will feel important and enjoy belonging to a select group of people who buy your product. For example, "Attention! Accountants, Discover A New Way To Increase Your Client Base!" Another example, "Warning! E-book Publishers..."

15 Tell your readers how fast they can receive your product or service in your ad. Their buying decision may be based on how fast they can receive your product. They may need it by a certain deadline. For example, you could say, "You can download our e-book within minutes after you order."

## Chapter 4

Use bullets to highlight the benefits of your products or services. Benefits are the key to selling anything, make them stand out in your ad. You can use dots, dashes, or circles to highlight them. You also could convert your product's features and bonuses into bullet format.

17 Give a money-back guarantee that surpasses a normal one. Instead of the normal timed guarantee, give them extra back. Tell them they can keep the free bonus or give them double their money back. You could also extend the guarantee's time limit to 60 days, 3 months, 1 year, or a lifetime.

18 Tell your readers they'll receive surprise bonuses. This'll raise your readers' curiosity and make them want to buy so they can find out what the surprise bonuses are. You could also not tell them and make it a real surprise. For example, imagine how you would feel if you bought a product and got a second one for free without knowing it ahead of time?

19 Let your readers know this specific package will not be offered again. You must create urgency so people 'buy now'. You can always sell the same product but not with the same bonuses or price. For example, you could say, "We will only be offering 460 of them at this low price, order now!"

20 Give your readers a couple of tips in your ad which will help them with their problem. This will give your business credibility and gain your readers' trust to buy your products or services. Plus, that will get them more interested in reading the rest of your ad copy and more likely persuade them to buy.

## Chapter 5

21 Add extra subjects to your web site. Most free ad sites only allow you to submit your web site to one category. This'll allow you to submit it to many. For example, you could submit your ad to the free e-book section if you offered a free e-book. Another example, you could submit your ad to the self-help section if you published articles about self-help information.

22 Increase the perceived value of your product by making your offer scarce. You could use limited time bonuses, low prices, low quantities, etc. One of the best ways is to make your product collectable. You could offer one version of your product with a serial number, then the next version with a different serial number, and so on.

23 Find out your competition's weakness and use it as your "Unique Selling Proposition". It's the reason why people buy your products and not theirs. For example, if your competitor doesn't offer free

bonuses, you could. Another example, if they don't offer a guarantee, you could.

24 Sell your products or services to a specific niche market. For example, instead of selling your fishing book to all fishermen, target it toward fly fishermen. You could also use a price niche. You could offer different versions of your product at lower and higher prices. This will fit all people's budgets.

25 Test your advertising and marketing. You'll save time, money and big headaches promoting the right offer to the right group of people. For example, if you know your ad pulls 5 orders out of 100 visitors, you know you would need 2000 visitors to sell 100 products.

## Chapter 6

26 Persuade visitors to buy your product by telling them the future. Tell them what'll happen with their life in the future if they buy or don't buy. For example, if you were selling a book about getting over shyness you could say, "Imagine walking up to any stranger and starting a conversation with them without any hesitation."

27 Offer a free trial of your product for a set period of time. Don't charge or bill your customers until they have decided to buy it. That should remove

any perceived risk for them. For example, if you gave a person a sample of your membership web site and they liked it, they would probably join and pay for a full membership.

28 Create other web sites that draw your initial target audience. Then you can lead your prospects to your main web site by linking to your other web sites. For example, if you were selling investing tips, you could create another web site about saving money and promote it too. You would just include an ad for your investing web site on the money-saving web site.

29 Inform people about your site or freebie through e-mail announce lists. You can find them by typing "e-mail announce lists" in any search engine. For example, you could create a free e-zine and announce it. Anyone who subscribes will, of course, see your ads.

30 Tell your visitors what they can avoid by buying your product or service. This will motivate them to buy. They may want to avoid pain, fear, danger, etc. For example, you could say, "Just imagine never having to be alone without a date on a Friday night again."

# **Customer-Tested Buying Triggers**

by Larry Dotson

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## Chapter 1

1 Offer to write exclusive articles (that means you only submit them to one place) for high traffic web sites in exchange for a link back to your site. You could also target high subscriber e-zines if they include your resource box. These publishers will publish them quicker because they will be the only ones with this content.

2 Create a positive online image. Tell your visitors about fundraisers you have sponsored or that you donate a part of your profits to charity. For example, you could say, "We regularly attend fundraisers and donate about 10% of our profits to charities and aid organizations."

3 Improve your customer service on a regular basis. Try out new technologies that make it easier to communicate with your customers over the net. For

example, you could communicate with your customers or visitors by phone, instant message, web site messages, chat rooms, message boards, video conferencing, fax, e-mail, etc.

4 Ask your customers what they would like to see offered by your business in the future. This type of information can boost your sales. For example, you could find out they are interested in buying DVDs from your business. You could contact a DVD supplier and start selling them as back-end products.

5 Make sure your web host isn't losing your sales. If you get an e-mail from someone who told you that they couldn't access your site, it might be your host. You should ask them what kind of tracking or back-up system they use to make sure your web site is always up and running for business.

## Chapter 2

6 Allow your visitors' experience to be an enjoyable one at your web site. Provide easy navigation, good content, fast loading graphics, search options, etc. You could offer online games that are related to your web sites theme. You could offer prizes to the high scorers too.

7 Keep changing or adding freebies to your web site. If people see the same freebie in your ads they

will say to themselves, "Been there, done that". For example, you could introduce a new freebie every month. People will revisit every month to get the new freebie.

8 Add a directory to your web site. When visitors submit their web site, e-mail them confirming their link has been added and remind them to revisit. In your e-mail you could mention a product you are selling. You could also always send them an e-mail again to remind them to resubmit their listing when it expires (if the listings do).

9 Organize your marketing and advertising into a plan. Create a list of daily, weekly, monthly and all other future promotional plans. Try to follow your plan step-by-step every day. This will free up your time by being more systematic and organized. If the plan isn't working, don't be afraid to tweak it some.

10 Trade links only with web sites that you or your target audience would visit. They should offer their visitors valuable content or freebies. There is nothing wrong with filling your web site up with outside links if they're are interesting and helpful to your target audience.

### Chapter 3

11 Give people a free online utility. When you offer

a utility that can solve a person's problem, people will definitely visit your web site. You could also allow other people to give it away as long as your ad is included in it. This would make a very powerful viral marketing tool.

12 Offer a free affiliate/reseller program. When you offer people a free opportunity to make money, they will line up to visit your web site. You should offer fair and high commission, affiliate training, a good tracking system, tested and proven marketing ads and other persuasive benefits.

13 Supply news stories related to your site. People want current news on the topics they are interested in. You could also include new "how to" articles. For example, if there is a hot or popular news story going on, you could somehow relate it to your web site's theme.

14 Offer your visitors a free community. People like to have a place where they can have discussions with others on a particular subject. You could even create multiple online communities. For example, if you were selling gardening tools, you could have a message board to discuss gardening tips and a chat room about picking the right gardening tool.

15 Make people feel safe when they order. Explain to them you won't sell their e-mail address and all their personal information will be kept confidential.

You could publish a strong privacy statement and explain to them how your secure ordering works in a little more detail.

## Chapter 4

16 Offer free samples or trials of your product. This will let people experience your product and attract people to your web site. You could also allow other people to give away your sample products. It would be like "viral pre-sell marketing".

17 Make your ad copy attractive. Your ad should list benefits before the features. Include guarantees and testimonials in your ad. Your ad should be easy to read, answer all the readers' questions, give them many ways to order and, most importantly, persuade them to buy now, not later.

18 Remind people to come back and visit your site. They usually don't purchase the first time. The more times they visit, the greater the chance they'll buy. You could remind them with your e-zine, with a follow-up autoresponder course, an e-mail update reminder, etc.

19 Let people know anything about your business history. They'll feel more comfortable if they know who they are really buying from. You could tell them when you started your business, why you started

your business, what kind of training you've had, how many employees you have ,etc.

20 Give people many ordering options. Accept credit cards, checks, money orders and other forms of electronic payments. You should be also open to adding new forms of payment as they become available. They could be the future and you don't want to be left behind.

## Chapter 5

21 Use reverse psychology on your banner ads. You could tell people not to click on your banner ad. For example, "Don't Click Here If You Are Comfortable With Your Looks." Another example, "Stop! Don't Click Here Unless You're Wealthy!"

22 Make your banner ad words as attractive as possible. Use words like 'ultimate', 'powerful', 'sizzling', 'hot', etc. Your words should relate to and highlight your total offer. You could also use specific words. For example, you could say, "Click Here To Increase Your Traffic By 120%!"

23 Give a discount offer on your banner ad. People are always looking for good deals. You could offer a percentage discount, dollar discount, buy-one-get-one-free discount, etc. For example, you could say, "Get 50% Off Our New Viral Marketing

E-book! Click Here Now!"

24 Use a testimonial on your banner ad. This'll give people proof they aren't wasting their time clicking on your banner ad. The testimonial should include enough information so they understand the offer. You could also make them click the banner to read the testimonial. For example, "See What (famous person's name) Had To Say About Our Marketing E-book!"

25 You could offer your potential customers a monthly payment plan. Tell them they can pay for your product or service with easy monthly payments. For example, you could say, "You Can Own Our Product With 3 Easy Payments Of (\$)!" Another idea would be to eliminate one of those payments later on in your ad copy.

## Chapter 6

26 Use a strong guarantee on your banner ad. You could include the guarantee as a headline for your offer. It could read 'double or triple your money-back guarantee', 'your lifetime money-back guarantee', etc. For example, it could say, "Keep Our Accounting E-book Even If You Ask For A Refund!"

27 Tell people to click on your banner ad. Newbies

to the Internet may not even know they can click on banners. Just having the phrase "Click here" on your banner will increase your click-throughs. You could also make it a stronger command or order like "Click Here Now!" or "Click Here Before It's Too Late!"

28 You could advertise a trial or sample offer. This will tell people there is no risk or obligation if they click on your banner ad and try out your product or service. For example, you could say, "FREE Sample Chapter Of The E-book...!" Another example, "Free Trial Membership To...!"

29 Tell people the major benefit of your product, web site or service on your banner ad. It could be benefits like 'make money', 'lose weight', 'increase energy', 'save money', 'save time', etc. For example, you could say, "Lose 20 Pounds In One Month!" Another example, "Make \$200 In One Day!"

30 You could advertise a free offer on your banner ad. People love free things. The freebie should relate to your target audience. If the freebie is attractive to them, they will click on the banner. For example, you could say, "Free Business E-zine!" or "Free Garden Tips E-book!" or "Free 7 Lesson Investing Course!"



# **Clever Profit-Generating Insights**

by Larry Dotson

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## Chapter 1

1 Keep people at your web site for as long as possible. Allow them to download free e-books, sign up for contests, use free online services, etc. This will help increase your sales. You could use pop-up pages, pop-under pages and exit pages too. But be warned, this can annoy some visitors.

2 Anticipate any objections your visitors may have about your product's offer. You must research your target audience's needs and wants. For example, your target audience may not like businesses that use free web site domains. Another example, they may not like to buy from web sites that don't accept offline checks.

3 Remember not to use outrageous or unbelievable claims in your ad copy. People are too savvy online and won't believe you. For example, don't say, "You

can make 1 million dollars in 2 days!" Another example, "You can fold paper at home and make up to \$2000 a day!"

4 Pick a good name for your business and product. Your names should be memorable and describe the kind of product you're offering. Names that rhyme are easy to remember. If you're selling information products you may want the word "publisher" in your business name. You also don't want your name to have any offensive words or phrases in it.

5 Solve your customers' complaints by being quick and friendly. The faster you respond, the more your customers feel you care about them. You could set up a handy FAQ (Frequently Asked Questions) list. You could also add more ways they contact you faster, like by e-mail, phone, web message system, fax, instant message, cell phone, etc.

## Chapter 2

6 Never think your customers are satisfied with their purchase. You should be constantly finding new ways to better your product and service. You could give the free surprise gifts, survey your customers, take all their opinions and questions seriously, set up focus groups to improve your product, etc.

7 Market yourself, as well as your product. You could write articles, e-books, do free consulting, do speaking engagements, etc. You could tell your prospects a little bit about your personal history too. You could tell them when you were born, where you grew up, tell them about your parents and other family members, etc.

8 Find new target audiences for your products or services. For example, if you're selling coffee to stores, try to sell it to coffee shops too. You should always be opening new profit streams for your business. Try to brainstorm new profit ideas at least once a week.

9 Use the phrase "invest in our product" instead of the words "buy" or "purchase". This makes prospects feel they're investing in their future if they buy. You could also tell people how much others have got back from your product by publishing testimonials of people who have made money or reaped the benefits.

10 Create offline affiliates to market your product. Have people sign up at your web site to sell your products through "house parties". You could have people taking their laptops to parties and selling through their affiliate links. They will get paid just like they would online.

## Chapter 3

11 Use logos and slogans for your business. They make it easier for people to remember and identify your business. For example, how many times have you had a problem and the first thing that popped into your mind is some business' logo or slogan. It's almost like an automatic reaction.

12 Use the word "fast" in your ad. People want fast results, fast delivery, fast ordering, etc. Nowadays, we usually value our time more than our money. For example, you could say, "Our product works fast!" Another example, "Our product comes with fast shipping options."

13 Use the word "guaranteed" in your ad. People want to be assured they are not risking their hard-earned money buying your product. For example, you could say, "Our product comes with a 90-day money-back guarantee!" Another example would be, "Don't forget our product comes with a lifetime guarantee!"

14 Use the word "limited" in your ad. People want to own or receive things that are exclusive or rare because they are considered to be more valuable. For example, you could say, "This special edition will be limited to the first 500 who order!" Another example would be, "Order before (date) to get this limited version of our e-book!"

15 Use the word "easy/simple" in your ad. People want easy ordering, easy instructions, easy to use, easy payments, etc. For example, you could say, "It's the easiest way to lose weight!" Another example would be, "It's easy to order - just click here and fill out your information!"

## Chapter 4

16 Use the word "testimonial" in your ad. People want to see believable proof before they buy your product. It should be reputable and specific proof. For example, you could say, "Check the hundreds of testimonials we have received!" Another example would be, "All these testimonials below were given voluntarily without payment!"

17 Use the words "discount/sale" in your ad. People want to find bargains. They could be rebates, one time sales, percentage offers, get-one-free offers, etc. For example, you could say, "Get a 50% rebate if you order before (date)!" Another example would be, "Order before our buy-one-get-one-free sale ends!"

18 Use the word "free" in your ad. People want free incentives before they do business with you. They could be free books, accessories, services, etc. For example, you could say. " Free shipping with every order over \$50!" Another example would be,

"Order within the next 5 minutes to get 3 extra bonuses free!"

19 Use the words "you/your" in your ad. People want to know that you are talking to them. This'll make them feel important and attract them to read the whole ad. For example, you could say, "You could be the winner in our next contest!" Another example would be, "You are experiencing the benefits already, aren't you?"

20 Use the word "important" in your ad. People do not want to miss important information that could affect their lives. People will stop and take notice. For example, your headline could read, "Important Warning!..." Another example could be, "Important! Stop And Take Notice!..."

## Chapter 5

21 Use the word "new" in your ad. People want new products or services that will improve their lives like new information, tastes, technology, results, etc. For example, you could say, "Learn a new revolutionary way to lose weight!" Another example would be, "New! Just Released!..."

22 Show your prospects how much enthusiasm you have for your product and business. If you're convincing enough, they will be enthusiastic too.

For example, you could say, "I'm so EXCITED about our new product!" Another example would be, "I can't wait for you to experience these benefits!"

23 End your sales letter or ad copy with a strong closing. It could be a free bonus, a discount price, a benefit reminder, an ordering deadline, etc. For example, you could say, "P.S. Remember, you'll get 5 bonuses valued at \$245!" Another example would be, "P.S. Like mentioned earlier, if you order today you'll get 45% off!"

24 Please your complaining customers. You can refund their money, give them a discount, give them a free gift, solve the problem quickly, etc. For example, you could say, "I understand how you must feel, so I'm giving you a complete refund." Another example would be, "I've been in your shoes before. I'm going to give you a 50% discount on your next purchase."

25 Make your customers get excited about your business and they will tell their friends. Give them a free vacation certificate, a coupon, etc. For example, you could say, "Get a FREE vacation to (the location)!" Another example would be, "You will also get a \$200 coupon to our next event!"

## Chapter 6



26 Give your prospects extra confidence so they will order. Use endorsements, testimonials, a strong guarantee or warranty, etc. For example, you could say, "I'm going to allow you to try out our product for a full 60 days without billing your card!"

27 Build your opt-in list by allowing your visitors to sign up for a free e-zine, e-books, software, contests, sweepstakes, etc. For example, you could say, "Subscribe to our free e-zine and get entry into our weekly contest!" Another example would be, "Sign up to our free newsletter and get 10 surprise bonuses!"

28 Give your prospects or customers a breath of fresh air. Don't be afraid to design your web site and ad copies to be different from everyone else's. For example, you could apply a circus theme to your web site. Another example would be to design your web site like an e-book with a table of contents, title page, glossary, etc.

29 Allow your customers to get part of your total offer right after they order. If you have to ship the item, make one of your bonuses available online. For example, if you are selling a printed book, you could have an online version available for them to read right after they order.

30 Write and submit articles to e-zine publishers

or webmasters. If you want it to be published, it should read like an article and not like an ad. You could also offer the publisher extra incentives like giving them a freebie, affiliate commissions, compliments, original content, etc.

## **Sizzling Order Generators**

by Larry Dotson

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## Chapter 1

1 People want to gain pleasure. They may want to satisfy their appetite or sexual desires. This will make them feel more fulfilled. Tell your prospects how much pleasure your product or service will give them. For example, you could say, "Our product will fulfill your cravings for rich, delicious chocolate."

2 Express the same views as your target audience.

Bring up common likes and dislikes in your ad. This will create instant rapport with your audience. For example, you could say, "You, like me, know it's very important to find a good bargain." Another example, "Both of us know that money doesn't grow on trees."

3 Add viral marketing into your promotional plans. Allow your visitors to give away your free things, just include your ad somewhere on all the freebies. By giving away one freebie with your ad on it, it could be passed on to thousands, if not millions, of people and web sites.

4 Design your web site to be less confusing. Don't use a lot of graphics, links or anything that takes away from your sales message. People will get frustrated and want to leave your web site if they get confused. People want an enjoyable and relaxing experience when they visit your web site. If they don't get that, they may never come back.

5 Give your visitors the option of viewing your web site in an autoresponder message or by printing it out. They might not have the time right then to look it over. Nowadays people are low on time. They are working longer hours and there are more single parents. Don't let time get in the way of them not buying your product.

## Chapter 2

6 Increase your opt-in e-mail list quickly by giving away a product at no cost. Just require people to subscribe to your e-zine in exchange. There are thousands of e-zines offering freebies for sign ups. Your freebie needs to be original, timely and possess high perceived value.

7 Joint venture your web business with other offline businesses. Look for businesses that have the same target audience and create a win/win deal with them. For example, you could joint venture with a computer store. You could publish their ad on your web site and they could have your web site loaded up on all their computer displays.

8 Expand your target audience by adding a new product line or packaging your main products with other ones. You could also add-on extra services. For example, if you are selling marketing e-books to businesses, you could also start selling e-book software to online publishers.

9 Persuade your visitors to like you. People buy from people they like. You could tell them a joke, give them a compliment, give them a freebie, etc. For example, you could say, "I see you are one of those rare entrepreneurs who have a killer instinct for success."

10 Submit the free things you offer to online freebie directories. They usually get a lot of traffic because people like to get things for free. Of course include your ad in the freebie. Sometimes freebie directories allow you to mention your business with your free listing too.

### Chapter 3

11 Use headlines and sub-headlines that are aimed directly at your audience. If you're selling things to lawyers use a headline like, "Attention All Lawyers!" You could also use the products your target audience normally buy to get their attention. For example, "Warning! Don't buy another coffee cup till you read this!"

12 You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example. For example, you could say, "Just think, you could be writing order-pulling ads in 5 minutes!" Another example, "Picture what your friends will say if you could increase bowling score by 50 points!"

13 You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem which they won't be able to solve without it. For example, you could say, "Imagine staying in debt, filing for bankruptcy and losing your credit." Another example, "See yourself 5 years

from now still without the love of your life. How will you feel?"

14 You could end your ad copy with a question that they will always say yes to. Then they will be used to saying yes when you ask them to order. For example, you could say, "You want to be able to afford the best things life has to offer, don't you?" Another example, "You want to meet the woman/man of your dreams, don't you?"

15 You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive. For example, you could say, "Like mentioned earlier, you'll get the e-book "How To Increase Your Sales", you'll get the report "5 Ways To Double Your Sales Instantly" and you'll get a "FREE 30-Minute Consultation With Yours Truly!"

## Chapter 4

16 You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date. For example, you could say, "Order before Sept. 7, 2002, and you'll get the whole package for only \$19.67!" Another example, "I don't know how long I can offer the free bonuses, so order now!"

17 You could end your ad copy with a powerful guarantee. Give them a lifetime or triple-your-money-back guarantee. It's also good if you write your guarantee so it sounds personal and has some specific information. For example, you could say, "I personally guarantee you'll be able to end writer's block 99.9% of the time or your money back."

18 You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that are believable and include specific results. For example, "P.S. Read this testimonial: I was able to change my oil 7 minutes faster without all the mess! I would highly recommend this product to anyone! (their name) (their title or occupation)."

19 Join online business associations. Most will give you a membership graphic to put on your web site which will give your business extra credibility. When you are a member of these associations, you can create profitable business relationships, find joint venture partners, trade strategies and leads, etc.

20 You could decrease or increase the length of your ad copy. There is no rule on how long your ad copy should be unless space is a consideration. The ad should be long enough to sell your product. You'll just need to test each one to be sure. Test every section of your ad copy too, to increase its pulling power.



## Chapter 5

21 You could add some sub-headlines in your ad copy. Sub-headlines act just like headlines; they grab the reader's attention. They'll keep the readers interested as they continue to read your ad. They are almost like transitions or copy connectors; the sub-headlines will interest and carry the reader to the next part.

22 You could ask your readers questions throughout the ad copy. They will answer the questions in their own heads as they read your ad copy. The questions you ask should persuade the readers into buying. People have been taught to automatically answer questions in school, from their parents, from friends and from authoritative figures.

23 You could highlight keywords throughout your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc. You could also repeat keywords one after another. For example you could say, "This is a soft, soft, soft rug."

24 You could bullet or indent your benefits in your ad copy. Most people won't read the whole ad copy, so make your product's benefits stand out and you won't lose the sales from all the skimmers. You can also indent other things like your guarantee, postscripts, testimonials, closing, etc.

## Chapter 6

25 You could change the size of your text in your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major points to be larger so they will stand out. You could also use more space in between important parts of your ad copy to make them stand out.

26 You could raise or lower the price in your ad copy. A higher price could increase the perceived value of your product and a lower price could lessen your product's value. Either way, you need to test which price will pull the most orders. Another idea would be to use an odd number like \$19.46 instead of \$19.99, \$19.95 or \$19.97. It makes it look like there is a specific reason you priced it like that.

27 You could add proof of results in your ad copy. You should include testimonials, endorsements and factual statistics to prove your product's claims. You should only publish statements that are believable and have specific results. For example, here is a good line from a testimonial, "I increased my sales by 678%!"

28 You could add special offers in your ad copy. It's usually easier to sell the offer than the product.

You could use discounts, free bonuses, volume sales, etc. For example, you could say, "You'll get 5 bonuses when you order by Aug 24, 2002!" Another example, "Buy one, get the second one half price off."

29 You should eliminate the hard-to-understand jargon on your ad copy. Unless your product calls for technical words, you want your ad to be read without people pulling out a dictionary. If you need to use a word your target audience might not understand, define it or use an example to help them understand it.

30 When you ask someone to sign up to receive a freebie, don't ask for really personal information. This is a fast way to lose a potential prospect. For example, if you ask them for information they want to keep personal, they might not want sign up. Another example, if you ask for too much information, they may not have the time or patience to fill it all out.

